



AAG-010-001401 **Seat No. _____**

B. B. A. (Sem. IV) (CBCS) Examination

March / April - 2016

Marketing Management - II

Faculty Code : 010

Subject Code : 001401

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70]

1 MCQs : 20

- (1) Sunfeast biscuits plan to conduct market research to find out its market share in the northern and western regions of India. What are the sources of data available for the company to prepare their research report?
 - (A) Classified sources
 - (B) Primary sources
 - (C) Secondary Sources
 - (D) Both primary and secondary sources.
- (2) Identify the basic and one of the most used research instruments generally used to collect primary data?
 - (A) Observation
 - (B) Experiment
 - (C) Questionnaires
 - (D) None of the above
- (3) Typically, researchers start their research by collecting which type of data?

| | |
|-------------------|-----------------------|
| (A) Primary data | (B) Secondary data |
| (C) Tertiary data | (D) consumer feedback |

(4) Which of the following is not a secondary data source?

- (A) Government published data
- (B) Internal sales records
- (C) Internet
- (D) Survey

(5) Which of the following is not a characteristic of secondary data collection?

- (A) It is less time consuming
- (B) It is usually very expensive
- (C) Can be quickly compiled
- (D) Can be collected from both internal and external sources

(6) The main task of intermediaries to bring closer the product or service and its final consumer. This is called Channel level. Given below are various possible levels of channels and the corresponding meanings. Identify the incorrect combination.

- (A) One level — a manufacturer sells his products to the consumer through one intermediary
- (B) Two levels — a manufacturer sells his products to the consumer through two intermediaries.
- (C) Three levels — a manufacturer sells his products to the consumer through three intermediaries.
- (D) Zero levels — a manufacturer sells his products to the consumer through more than three intermediaries.

(7) Depending on the number of intermediaries required at each level, there are various ways of distributing a product. Which of the following is not a major option of distribution available to producers?

- (A) Intensive distribution
- (B) Selective distribution
- (C) Inclusive distribution
- (D) Exclusive Distribution

(13) The communication strategies of companies catering to consumer markets are different from those in industrial markets. Which is the most preferred choice of communication for industrial marketers?

(A) Sales promotion (B) Personal selling
(C) Advertising (D) Public relations

(14) In this type of sales promotion, customers are required to submit their names to be included in the draw for prizes. Identify this consumer sales promotion method.

(A) Coupons
(B) Instalment offers
(C) Frequent user incentive
(D) Consumer sweepstake

(15) Identify the consumer sales promotion tool where a certificate is given that offers a price reduction for some specified item to the holder.

(A) Point of purchase displays
(B) Coupons
(C) Consumer sweepstakes
(D) Consumer contest

(16) Which type of advertising is required to market products in the maturity stage of the product life cycle?

(A) Persuasive advertising
(B) Informative advertising
(C) Reminder advertising
(D) Comparative advertising

(17) What is the strategy that involves manufacturers using advertising and consumer promotions to induce consumers to make a purchase?

(A) Push strategy
(B) Pull strategy
(C) Intermediary strategy
(D) Advertising strategy

2 Define in detail any five objectives of promotion mix 10

OR

2 Define the communication process. Also define the role of communication in the promotion mix. **5+5**

3 Define in detail the elements of print, broadcast and outdoor media of advertising. **3+3+4**

OR

3 Define in detail the benefits and limitations of sales promotion. **5+5**

4 Define in detail Any Five importance of physical distribution. **10**

OR

4 (a) Define the concept of marketing logistics. 5

(b) Define any five services provided by distribution channel members. 5

5 What is marketing research? Define the process of marketing research in detail. 3+7

OR

5 What is primary data? Explain any four methods of collecting primary data. 2+8

6 Mr Rakesh qualified in naturopathy from the US. 3+7

He practised naturopathy in the US for some years and then decided to come back to Rajkot India his hometown. He saw immense opportunity of opening up a Spa in Rajkot. But his idea had some problems, Indian consumers perceive spas as an expensive indulgence for the rich, and some spa services are seen as socially and culturally unacceptable. Secondly, Rajkot is a Tier III city with a very small population that fall under the super rich category who could appreciate and afford a service like spa.

- (a) Should Mr Rakesh target the upper class of the city or the middle class and why?
- (b) You are also to suggest Mr Rakesh a suitable communication and promotion strategy in accordance to his target market.

OR

6 Mr Tendulkar identified an opportunity to brand one of Mumbai's favourite fast foods — the "VADA PAV". 3+7

Mr Tendulkar saw a huge opportunity in the Indian fast food industry, which was highly unorganized and largely serviced by small-time local vendors. There was a need in the market for a hygienic, branded product. Mr Tendulkar wanted to

break the stereotype of unhygienic, manhandled vada pav. His strategy for success was a three point formula a high-quality product, with value for money and efficient delivery to customers. The absence of a hygienic, branded product in the Indian fast food industry was expected to contribute to the initial success of Mr. Tendulkar. The biggest dilemma in front of Mr Tendulkar was whether to (1) setup a single place for manufacturing the product, package it and distribute the package products all over the country or, (2) make the product locally at each destination by setting up a chain of outlets through franchising system.

- (a) Which of the two distribution methods is more suitable for the product in your opinion and why?
- (b) On the basis of your choice of the two option of distribution, create a distribution model for Mr. Tendulkar's product.
