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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION : JUNE –JULY- 2022
SEMESTER - II

Sub: Marketing Management (MBA202)

Date: 01/07/2022

Total marks: 60

Time: 10.am to 12.30pm

SECTION – I

Q. 1. Fill in the blanks. (5)

1. The buying process starts when the buyer recognizes a -----
 - a) Need
 - b) Advertisement
 - c) Brand
 - d) Product
2. When parents buy toys for their children they act as a -----.
 - a) Consumer
 - b) Influencer
 - c) Decider
 - d) Customer
3. MNC stands for -----
 - a) Multinational Corporation
 - b) Multilevel Corporation
 - c) Multilayer Corporation
 - d) None
4. Packaging is useful for ----- of the product.
 - a) Production
 - b) Processing
 - c) Protection
 - d) None
5. In marketing mix , the 'Promotion' means nothing but the -----.
 - a) Cost to consumers
 - b) Convenience to consumers
 - c) Communication with consumers
 - d) None

Q. 2. Answer the following. (Any Two) (20)

1. Explain Intangibility and Inseparability in Services
2. Explain Extended 3Ps of Service Marketing Mix
3. Differentiate between Selling and Marketing
4. Discuss functions of marketing.

Q. 3. Write notes on. (Any Two) (10)

1. Advantages and Disadvantages of Online Marketing
2. Retailers
3. Societal Marketing

SECTION – II

Q. 4. Case Study

(15)

Personal selling is a face-to-face selling technique by which a salesperson uses his or her interpersonal skills to persuade a customer in buying a particular product. The salesperson tries to highlight various features of the product to convince the customer that it will only add value. However, getting a customer to buy a product is not the motive behind personal selling every time. Often companies try to follow this approach with customers to make them aware of a new product.

The company wants to spread awareness about the product for which it adopts a person-to-person approach. This is because selling involves personal touch; a salesperson knows better how to pitch a product to the potential customer.

Questions:

1. What is Personal Selling ?
2. What is the objective of Personal Selling ?
3. For which type of Products the Personal Selling will be effective ? Give examples of any two products.

Q. 5. Answer the following:

(10)

- a) Explain Marketing Mix.

OR

- b) What is PLC? Elaborate its stages.
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