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BA 172203

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M.B.A. 2nd Semester End-Term Examination

MARKETING MANAGEMENT – II

(New Regulation and New Syllabus w.e.f. 2017-18)

Full Marks – 70

Time – Three hours

The figures in the margin indicate full marks
for the questions.

Answer question No. 1 and any *four* from the rest.

1. Answer the following : (10 × 1 = 10)
- _____ is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor.
 - _____ communication channels let two or more persons communicate face-to-face or person to audience through a phone, or e-mail.
 - According to the Five-Stage Model of the buying decision process, the consumer passes through the stage of _____, information search, evaluation of alternatives, purchase decision, post-purchase behavior.
 - A _____ is any business enterprise whose sales volume comes primarily from retailing.
 - A _____ is any act or performance one party can offer to another that is essentially intangible and does not result in the ownership of anything.
 - A _____ is a written document that summarizes what the marketer has learned about the market place and indicates how the firm plans to reach its marketing objectives.
 - In personal selling, _____ questions ask about facts or explore the buyer's present situation.

[Turn over

- (viii) In _____ defence, the company attacks the weak aspect of the competitors and gain an advantage by performing better on those points.
- (ix) _____ is a combination of skill and strength possessed by the company that offers it a competitive advantage in the market.
- (x) IMC stands for _____.
2. (a) Define marketing communications. Identify and discuss the eight major modes of marketing communication mix. (1+4=5)
- (b) Discuss the steps involved in developing effective marketing communication with suitable example. (10)
3. (a) Elaborate briefly the Five-Stage Model of consumer's buying process. (7)
- (b) Explain the 4 distinctive characteristics of services. Briefly elaborate the strategies that can be applied by marketers to reduce the impact of the limitations imposed by the distinctive characteristics of services. (4+4=8)
4. (a) Discuss the major retail developments that are changing the way consumers buy and manufacturers and retailers sell. (7)
- (b) 'Sales representative are taught the SPIN method to build long term relationships with the clients' – Explain the statement with the help of an appropriate example. (8)
5. (a) What does a marketing plan include? Elaborate. (5)
- (b) Briefly discuss the need and types of marketing control. (5+5=10)
6. (a) Explain the forces that shape competition in an industry with suitable examples. (7)
- (b) 'The dominant firm must continuously and actively defend its current business, while trying to expand total market size' – Discuss the defense strategies used by dominant firms in the light of the above statement. (8)
7. Write short notes on (any three): (3 × 5 = 15)
- (a) Integrated Marketing Communication.
- (b) Competitive Advantage.
- (c) Marketing Planning Process.
- (d) Retail Environment.

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