

TILAK MAHARASHTRA UNIVERSITY
Bachelors of Business Administration (Distance)

Home Assignment - IInd year – Semester III

Marks : 80

Code : 71311

Marketing Management II

Note:

- ❖ The Paper consists of two sections I & II
- ❖ Attempt any 4 questions from Section I
- ❖ Questions from Section I carry equal marks
- ❖ Section II is Compulsory

Section I

Q.1. a) What are the steps in new product development ? & write the advantages of 'Branding' in detail. **(15 Marks)**

OR

b) Evaluate critically different departments in advertising agency & Discusses social ethical & legal issues in advertising

Q.2. a) Suggest & Justify planning & marketing strategies operating in national & international software market. **(15 Marks)**

OR

b) What are the characteristics of services ? & write detail marketing strategies for service Industry.

Q.3. a) Write in detail about consumer protection Act 1986 & procedure to file appeal & its limitation. **(15 Marks)**

OR

b) Write Importance need & selection of channels of distribution what are the factors affecting cost of distribution.

Q.4. Write short notes (Any 3) **(15 Marks)**

1. Pricing Methods
2. Marketing control
3. Classification of services.
4. Types of product diversification.
5. Advertising Media

Q.5. **Multiple choice.** **(20 Marks)**

1. _____ is defined as conformity to specifications.
a) Price b) product c) Quality d) service

2. _____ is a name symbol sign or design, which differentiates one product from the other.
a) Goods b) Sale c) Brand d) service

3. _____ is supposed to be free & hence economical .
 a) Service b) supply c) Publicity d) Advertising
4. When the advertisement deals with facts & interpretations it is called _____
 a) Rational Adv. b) promotional c) Emotional d) None of these
5. _____ Advertising is normally intense before introduction of a new product.
 a) Personal b) Message c) Lower d) Image
6. Selling price minus _____ cost is called as contribution.
 a) Unit b) break c) Fixed d) prime
7. When contribution equals fixed cost it is called _____
 a) brake even b) profit c) Loss d) supply
8. _____ is the most economical medium compared to radio.
 a) Video b) Message c) Advertisement d) computers
9. The way in which the goods transfer hands is called a _____
 a) Manufacturing b) Channel of distribution
 c) transit d) Assembly
10. _____ goods need fast distribution, other wise they may get spoiled.
 a) Multi b) MNC c) cement d) Perishable
11. Any product has certain _____ which are internet to the product.
 a) similarities b) values c) attributes d) technology
12. Comparing the cost of operations is the another way of measuring the _____
 a) Contribution b) Attitude c) Method d) performance
13. Quality of a product can be ensured by material & _____ standardization.
 a) Action b) process c) Experience d) Legal
14. The consumer protection act was passed by Govt. in _____
 a) 1946 b) 1979 c) 1986 d) 1956
15. Gross margin ratio = $\frac{\text{Gross profit}}{\text{sales}} \times 100$
 a) contribution b) cost c) profit d) sales.
16. The net _____ profit are compared with the budgeted profit to study the deviation.
 a) Calculate b) ratio c) Operative d) margin
17. Debtors turn over ratio = $\frac{\text{Total revenue}}{\text{Total debtors}}$
 a) Total debtors b) Total profits c) Total revenue d) Total income

18. A properly selected & trained _____ is an important tool in the hands of marketing manager.
- a) Employee b) Salesman c) Worker d) Trainee
19. The consumer protection Act applies to all goods & services except those. Which are exempted by the _____
- a) High court b) Board of director c) Management
d) Central Government
20. _____ strategies are implemented through 4 P's & in order to assess the effecting of these 4 P's there has to be a controlling mechanism.
- a) HR b) Finance c) Marketing d) Action