

ONLINE PROGRAMME EXAMINATIONS
M.B.A. (G) DEGREE EXAMINATION, DECEMBER 2024
Second Year - Third Semester
BUSINESS ADMINISTRATION
MARKETING OF SERVICES
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. What is the definition of services?

- | | |
|---|---|
| (a) Physical goods that can be touched and stored | (b) Activities, benefits, or satisfactions offered for sale that are essentially intangible |
| (c) Products that have a tangible form and can be inventoried | (d) Goods that are produced in a factory setting |

2. The characteristic of "inseparability" in services means _____

- | | |
|---|---|
| (a) Services cannot be separated from their providers | (b) Services are highly consistent and standardized |
| (c) Services can be stored for later use | (d) Services are immune to fluctuations in quality |

3. The first step in the service marketing planning process is _____

- | | |
|-------------------------------------|----------------------------------|
| (a) Developing marketing strategies | (b) Identifying target markets |
| (c) Conducting a service audit | (d) Setting marketing objectives |

4. In the context of service marketing, what does "physical evidence" refer to?

- | | |
|--|---|
| (a) The tangible aspects that help to communicate the service to consumers | (b) The training of service personnel |
| (c) The technological infrastructure used in service delivery | (d) The pricing strategy of the service |

5. Which of the following is NOT an essential element of service marketing?

- | | |
|-----------------------|----------------|
| (a) People | (b) Process |
| (c) Physical Evidence | (d) Production |

6. The purpose of market segmentation in service marketing is _____
- (a) To increase the production capacity of the service (b) To develop customized marketing strategies that meet the specific needs of different customer groups
- (c) To standardize the service offering across all customer groups (d) To reduce the marketing budget
7. The focus of operational management in the context of service marketing is _____
- (a) Developing vision and mission statements (b) Conducting market research
- (c) Managing daily activities and ensuring efficient service delivery (d) Setting long-term objectives
8. Differentiation as a strategic approach in service marketing focuses on _____
- (a) Reducing the cost of services (b) Offering unique services that stand out from competitors
- (c) Increasing the quantity of services offered (d) Standardizing service delivery processes
9. Which of the following best describes a mission statement in service marketing?
- (a) A statement that focuses on the long-term future and goals of the company (b) A concise explanation of the company's purpose and the value it offers to customers
- (c) A detailed plan of the marketing strategies and tactics to be used (d) A summary of the financial goals of the company
10. The concept of positioning was first introduced by _____
- (a) Michael Porter (b) Philip Kotler
- (c) Al Ries and Jack Trout (d) Theodore Levitt

11. Positioning particularly important for services _____
- (a)Because services are tangible and easy to compare (b)Because services are intangible and often need a clear and strong image to stand out in the market
- (c)Because services have longer life cycles than products (d)Because services are always high in demand
12. The primary goal of positioning in marketing is _____
- (a)To increase product prices (b)To reduce production costs
- (c)To expand the product line (d)To create a distinct image and identity for a product or service in the customer's mind
13. Repositioning can be challenging because it often requires _____
- (a)Increasing production costs (b)Changing customer perceptions and altering existing brand associations
- (c)Reducing product quality (d)Lowering product prices significantly
14. When positioning a product, a company should consider _____
- (a)The cost of raw materials (b)The unique value proposition it offers to customers
- (c)The length of the product life cycle (d)The number of distribution channels
15. The first step in the positioning process is _____
- (a)Developing a positioning strategy (b)Creating a marketing mix
- (c)Analyzing competitors' positions (d)Identifying target market segments

16. Which of the following is NOT part of the 7Ps of services marketing?
- | | |
|------------|----------------------|
| (a)Product | (b)Physical Evidence |
| (c)Price | (d)Procurement |
17. The "People" element of the 7Ps refers to _____
- | | |
|---|---|
| (a)The human resources involved in service delivery | (b)The customers who purchase the service |
| (c)The intermediaries who facilitate the service | (d)The demographics of the target market |
18. Which promotional tool is particularly effective in service marketing to reduce perceived risk?
- | | |
|---------------------|---------------------|
| (a)Advertising | (b)Personal selling |
| (c)Public relations | (d)Word-of-mouth |
19. "Physical evidence" in service marketing refers to _____
- | | |
|--|---|
| (a)The tangible aspects that help customers evaluate the service | (b)The financial reports of the service company |
| (c)The pricing strategy for the service | (d)The marketing mix of the service |
20. Which of the following is a critical component of a marketing strategy?
- | | |
|--------------------------|--------------------------------------|
| (a)Financial forecasting | (b)Market segmentation and targeting |
| (c)Production scheduling | (d)Inventory management |

21. What is the main purpose of resource allocation in marketing?
- (a) To increase product variety
 - (b) To maximize the efficiency and effectiveness of marketing activities
 - (c) To reduce marketing costs
 - (d) To expand the target market
22. The SERVQUAL model measures service quality based on which of the following dimensions?
- (a) Tangibility, reliability, responsiveness, assurance, and empathy
 - (b) Price, promotion, place, and product
 - (c) Cost, convenience, communication, and consistency
 - (d) Performance, reliability, durability, and features
23. To effectively manage service quality, organizations should _____
- (a) Focus only on tangible aspects of the service
 - (b) Continuously gather and act on customer feedback
 - (c) Increase marketing expenditure
 - (d) Reduce the range of services offered
24. Training and development of service employees primarily aim to _____
- (a) Reduce labour costs
 - (b) Enhance physical evidence of the service
 - (c) Increase the number of service locations
 - (d) Improve the quality and consistency of service delivery
25. One effective tool for relationship marketing is _____
- (a) Cold calling
 - (b) Loyalty programs
 - (c) Mass advertising
 - (d) Price skimming

26. In tourism marketing, "destination branding" refers to _____
- (a)Offering discounts on travel packages
 - (b)Creating a unique image and identity for a tourist destination
 - (c)Reducing marketing expenditure
 - (d)Increasing the number of travel agencies
27. Which of the following strategies is commonly used in hotel marketing to enhance guest experience?
- (a)Offering personalized services and amenities
 - (b)Limiting room options
 - (c)Increasing service charges
 - (d)Reducing staff training programs
28. Which of the following is a primary challenge in education service marketing?
- (a)Low demand for educational services
 - (b)Intangible nature and variability of educational services
 - (c)High production costs
 - (d)Standardized product offerings
29. A key component of marketing educational services is _____
- (a)Reducing tuition fees
 - (b)Building a strong institutional brand and reputation
 - (c)Increasing the number of courses offered
 - (d)Limiting student enrolment
30. "Customer education" in insurance marketing involves _____
- (a)Reducing premium costs
 - (b)Standardizing insurance claims processes
 - (c)Limiting the variety of insurance products
 - (d)Informing and educating customers about different insurance products and their benefits

31. An effective strategy for retaining customers in the telecommunication industry is _____
- (a) Reducing customer service options (b) Offering competitive pricing and value-added services
(c) Limiting technological advancements (d) Increasing service disruption
32. A critical factor in the success of transport service marketing is _____
- (a) High service fees (b) Customer satisfaction and service reliability
(c) Reducing the number of vehicles in operation (d) Limiting service availability to peak hours
33. In transport service marketing, "service differentiation" can be achieved by _____
- (a) Offering identical services as competitors (b) Increasing the cost of services
(c) Reducing service quality (d) Providing unique features such as luxury seating or real-time tracking

PART - B

(7 X 6 = 42)

Answer **all** questions choosing either (a) or (b).

34. (a) Explain service marketing planning process.
[OR]
(b) Give a note on essentials of service marketing.
35. (a) Discuss vision and mission in service marketing.
[OR]
(b) Explain the levels of positioning.
36. (a) Write a note on repositioning.
[OR]
(b) Explain the marketing mix elements.
37. (a) Elaborate on developing a marketing mix strategy.
[OR]
(b) Discuss resource allocation and monitoring.
38. (a) Explain service quality and marketing.
[OR]
(b) Enumerate the service marketing strategies.
39. (a) Brief about Tourism services marketing.
[OR]
(b) Explain the scope and challenges of education service marketing.
40. (a) Discuss about Telecommunication services marketing.
[OR]
(b) Discuss the functions and uses of transport service marketing.

ONLINE PROGRAMME EXAMINATIONS
M.B.A. (G) DEGREE EXAMINATION, DECEMBER 2024
Second Year - Third Semester
BUSINESS ADMINISTRATION
PROMOTIONAL MANAGEMENT
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. Establishing promotional objectives helps in_____
 - (a)Defining the target audience
 - (b)Allocating the budget efficiently
 - (c)Developing a consistent promotional message
 - (d)All of the above
2. Promotional objectives should be SMART. What does SMART stand for?
 - (a)Specific, Measurable, Achievable, Relevant, Time-bound
 - (b)Special, Marketable, Actionable, Reliable, Timely
 - (c)Strategic, Manageable, Adaptable, Realistic, Tested
 - (d)Standard, Meaningful, Allocative, Rewarding, Targeted
3. Which of the following is NOT a key element of a promotional mix?
 - (a)Advertising
 - (b)Personal selling
 - (c)Market segmentation
 - (d)Public relations
4. A comprehensive promotional mix for a new product launch should ideally include_____
 - (a)Only sales promotions
 - (b)A blend of advertising, sales promotion, public relations, and personal selling
 - (c)Just public relations activities
 - (d)Minimal promotional activities to save costs
5. In the promotional mix, which tool is most effective for creating a long-term positive image of the company?
 - (a)Advertising
 - (b)Sales promotion
 - (c)Public relations
 - (d)Personal selling

6. The primary goal of sales promotion is to_____
- (a)Build long-term brand equity (b)Generate immediate sales
(c)Enhance corporate social responsibility (d)Develop new product lines
7. The percentage-of-sales method of advertising appropriation involves_____
- (a)Determining the advertising budget based on a percentage of the company's past or projected sales (b)Calculating the cost needed to achieve specific advertising objectives
(c)Allocating the same budget as competitors (d)Spending whatever the company can afford after other expenses
8. A major scope of advertising includes_____
- (a)Human resource management (b)Product distribution
(c)Online and digital marketing (d)Financial accounting
9. Which method of advertising appropriation bases the budget on what the company can afford?
- (a)Percentage-of-sales method (b)Objective-and-task method
(c)Competitive parity method (d)Affordable method
10. In copy development, a "call to action" (CTA) is designed to_____
- (a)Provide background information about the company (b)Encourage the audience to take a specific action
(c)Describe the technical details of a product (d)Summarize the history of the product

11. A persuasive advertisement is most effective when it _____
- (a)Lists all the technical specifications of the product (b)Highlights the unique selling proposition (USP)
(c)Uses complex language (d)Focuses solely on the brand's history
12. The role of the account manager in an advertising agency is to _____
- (a)Develop creative content (b)Plan media buys
(c)Act as a liaison between the agency and the client (d)Conduct market research
13. An effective message strategy should align with _____
- (a)The company's overall marketing objectives (b)The personal preferences of the marketing team
(c)The technical specifications of the product (d)The production budget only
14. Which technique is commonly used in producing advertisements for broadcast media to enhance emotional appeal?
- (a)Technical jargon (b)Storytelling and emotional narratives
(c)Complex visuals (d)Lengthy explanations
15. The technique of "A/B testing" in digital advertising involves _____
- (a)Comparing two versions of an advertisement to see which performs better (b)Creating advertisements with no variations
(c)Using only one type of media channel (d)Implementing the ad without any testing

16. Which of the following is NOT a factor considered in media planning?
- (a)Target audience demographics
 - (b)Media reach and frequency
 - (c)Product manufacturing cost
 - (d)Budget allocation
17. In media selection, what does "reach" refer to?
- (a)The number of times an ad is shown
 - (b)The number of different people or households exposed to an advertisement
 - (c)The cost of running the advertisement
 - (d)The length of the advertisement
18. A media strategy focused on achieving high frequency is most appropriate for_____
- (a)New product launches needing immediate awareness
 - (b)Products with a well-established market presence
 - (c)Seasonal products with limited sales periods
 - (d)Niche markets with specialized products
19. Which of the following is a common application of media research?
- (a)Designing product packaging
 - (b)Conducting media audits
 - (c)Developing a media plan
 - (d)Setting product prices
20. In media research, what is the primary focus of qualitative research methods?
- (a)Measuring audience size
 - (b)Understanding audience attitudes and behaviours
 - (c)Calculating advertising budgets
 - (d)Tracking sales data

21. A critical step in media strategy is _____

(a)Product development

(c)Financial auditing

(b)Identifying the target audience

(d)Employee training

22. Publicity primarily aims to _____

(a)Generate paid advertisements

(c)Develop employee handbooks

(b)Manage the supply chain

(d>Create unpaid media coverage for a company or product

23. A public relations campaign typically involves which of the following processes?

(a)Research, action, communication, and evaluation

(c)Development, testing, launching, and feedback

(b)Production, distribution, pricing, and promotion

(d)Conceptualizing, designing, producing, and marketing

24. Which of the following is an example of a direct marketing tool?

(a)Radio ads

(c)Catalogues

(b)Social media engagement

(d)Press releases

25. Which of the following is a common sales promotion measure aimed at consumers?

(a)Trade shows

(c)Sales training programs

(b)Coupons and discounts

(d)Public relations campaigns

26. Which aspect of personal selling is focused on addressing customer concerns and overcoming objections?
- (a)Prospecting (b)Closing
(c)Negotiation (d)Presentation
27. What does "territory management" involve in sales force management?
- (a)Managing customer relationships (b)Allocating salespeople to specific geographic areas
(c)Training new recruits (d)Conducting market research
28. Which stage of the recruitment process involves identifying potential candidates who meet the job requirements?
- (a)Selection (b)Training
(c)Performance appraisal (d)Job analysis
29. Territory structuring in personal selling involves_____
- (a)Organizing salespeople into specific geographic areas or customer segments (b)Offering discounts to retailers
(c)Conducting market research (d)Managing internal communications
30. What is a key difference between advertising and personal selling?
- (a)Advertising uses direct interaction with customers, while personal selling uses mass media (b)Advertising involves unpaid media coverage, while personal selling involves paid media
(c)Advertising is aimed at immediate sales, while personal selling focuses on long-term relationships (d)Advertising relies heavily on digital platforms, while personal selling is face-to-face

31. Evaluation of promotional measures is crucial for assessing_____

- (a)Product design (b)Market segmentation
- (c)Effectiveness in achieving promotional objectives (d)Employee training

32. Which regulatory body oversees promotional activities to ensure compliance with laws and guidelines?

- (a)Federal Reserve (b)Securities and Exchange Commission (SEC)
- (c)Federal Trade Commission (FTC) (d)Environmental Protection Agency (EPA)

33. Which ethical principle is particularly relevant when promoting products to women?

- (a)Diversity and inclusion (b)Gender equality and respect
- (c)Profit maximization (d)Customer satisfaction

PART - B

(7 X 6 = 42)

Answer **all** questions choosing either (a) or (b).

34. (a) Explain the need for marketing promotion of products and services.

[OR]

(b) Elaborate on different promotion tools used in promotional decisions.

35. (a) Explain the needs and methods of advertising appropriation.

[OR]

(b) Give an account on Client – Agency relationships.

36. (a) Explain the message strategy development and evaluation.

[OR]

(b) Elaborate on media planning and selection.

37. (a) Explain media strategy and advertising effectiveness.

[OR]

(b) Elaborate the process of public relations and publicity.

38. (a) Discuss the relevance of direct marketing in Indian context.

[OR]

(b) Differentiate between sales promotion and advertisement.

39. (a) Give a detailed note on sales force management.

[OR]

(b) Write short note on recruiting, selecting and training.

40. (a) Explain the evaluation of promotional measures.

[OR]

(b) Discuss the ethics in promotion.

ONLINE PROGRAMME EXAMINATIONS
M.B.A. (G) DEGREE EXAMINATION, DECEMBER 2024
Second Year - Third Semester
BUSINESS ADMINISTRATION
PRODUCT MANAGEMENT
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. _____ is an example of a convenience product.

(a) Automobile	(b) Furniture
(c) Toothpaste	(d) Diamond ring
2. _____ requires comparison shopping because it is usually more expensive and found in fewer stores?

(a) Specialty products	(b) Convenience products
(c) Shopping products	(d) Unsought products
3. Which of the following statements best differentiates a product from a service?

(a) Products are intangible, whereas services are tangible.	(b) Products can be stored as inventory, whereas services cannot.
(c) Services are always more expensive than products.	(d) Products require customer interaction, whereas services do not.
4. A product line is _____.

(a) A single product with various packaging options	(b) A group of related products marketed by the same company
(c) A product sold under different brand names	(d) A service offered alongside a product
5. Which of the following is a product mix decision?

(a) Choosing a new logo for the company	(b) Determining the length of a product line
(c) Setting the price for a single product	(d) Deciding the location of retail stores

6. Product elimination is necessary when _____
- (a)The product has low market share and profitability (b)The product is the market leader
(c)The product is newly launched (d)The product has high growth potential
7. _____ is a primary reason for developing new products.
- (a)To maintain market share (b)To reduce costs
(c)To eliminate competition (d)To meet evolving customer needs
8. A matrix organizational structure in product management is characterized by _____
- (a)Hierarchical layers of management (b)Cross-functional teams reporting to multiple managers
(c)Centralized decision-making (d)Independent product units with minimal collaboration
9. _____ is a key responsibility of a product manager.
- (a)Setting the company's overall strategic direction (b)Managing the financial accounts of the company
(c)Developing and executing the product roadmap (d)Overseeing daily operations and logistics
10. _____ is the first step in the new product development process.
- (a)Idea screening (b)Feasibility testing
(c)Generation of ideas (d)Concept development and testing

11. Concept testing involves _____
- (a) Building a prototype (b) Conducting market research to gather feedback on product concepts
- (c) Assessing the technical feasibility of a product idea (d) Finalizing the product specifications
12. Feasibility testing in new product development primarily focuses on _____
- (a) Evaluating the technical aspects of a product idea (b) Determining the target market's preferences
- (c) Establishing the pricing strategy (d) Analyzing competitors' products
13. In global marketing, standardization refers to _____
- (a) Modifying products to suit local preferences (b) Offering the same product worldwide without modifications
- (c) Introducing new products to the market (d) Customizing products based on market segments
14. Differentiation in marketing aims to _____
- (a) Offer the same product with minor modifications (b) Provide unique features or benefits to distinguish a product from competitors
- (c) Standardize products to reduce costs (d) Copy competitors' products through reverse engineering
15. One advantage of modular design is _____
- (a) Increased customization options (b) Reduced complexity and cost of product development
- (c) Limited flexibility in product assembly (d) Decreased compatibility with existing systems

16. Which type of new product involves significant changes to existing products and is aimed at new market segments?
- (a)Product line extensions
 - (b)Additions to existing lines
 - (c)New-to-the-world products
 - (d)Repositioned products
17. Launching a new product involves _____
- (a)Generating ideas for potential products
 - (b)Developing prototypes for testing
 - (c)Introducing the product to the market
 - (d)Conducting market research
18. _____ are sources of new innovation in NPD
- (a)Limiting idea generation to internal stakeholders
 - (b)Relying solely on past experiences
 - (c)External market trends, customer feedback, and technology advancements
 - (d)Ignoring feedback from customers and competitors
19. The primary responsibility of a product champion is to _____
- (a)Limit communication between different departments
 - (b>Persuade stakeholders to support a new product idea
 - (c)Reject all new product proposals
 - (d)Minimize risks by avoiding innovative ideas
20. _____ element is NOT part of the 7S framework.
- (a)Strategy
 - (b)Skills
 - (c)Sales
 - (d)Systems

21. _____ organizational structure is commonly used for new product development.
- (a) Hierarchical structure (b) Functional structure
(c) Divisional structure (d) Network structure
22. Product positioning is _____
- (a) The physical placement of products on store shelves (b) The process of creating a unique image and identity for a product in the minds of consumers
(c) The pricing strategy used for new products (d) The distribution channels chosen for product distribution
23. Which of the following is NOT a step in the product positioning process?
- (a) Identifying target market segments (b) Analyzing competitors' products
(c) Developing a product prototype (d) Developing a positioning strategy
24. Brand image refers to _____
- (a) The monetary value of a brand (b) The emotional perception and association consumers have with a brand
(c) The number of products sold under a brand name (d) The brand's position in the market relative to competitors
25. Brand valuation means _____
- (a) Determining the cost of producing a brand's products (b) Assessing the financial value of a brand based on its perceived worth in the market
(c) Estimating the number of customers loyal to a brand (d) Measuring the market share of a brand compared to its competitors

26. What are the phases of the Product Life Cycle (PLC)?
- (a)Introduction, growth, maturity, decline (b)Introduction, decline, maturity, growth
(c)Growth, introduction, maturity, decline (d)Maturity, decline, introduction, growth
27. The primary focus of functional management during the growth phase of the PLC is _____
- (a)Minimizing production costs (b)Expanding distribution channels
(c)Implementing price reduction strategies (d)Enhancing product features and quality
28. How are new products classified based on their degree of innovation?
- (a)By their market share (b)By their brand name
(c)By their degree of newness compared to existing products (d)By their price
29. In the Indian context, _____ is a common factor contributing to the success of new products.
- (a)Lack of market demand (b)Effective market research and understanding of consumer preferences
(c)Overpricing products (d)Ignoring competitors' products
30. Product investment strategy involves _____
- (a)Reducing the quality of products to cut costs (b)Allocating resources to develop and enhance products
(c)Withdrawing products from the market (d)Discontinuing marketing efforts for a product

31. Product line consistency is important for a company because _____
- (a) It ensures all products are priced the same (b) It helps in building a strong brand image and customer loyalty
- (c) It reduces the need for marketing efforts (d) It allows for frequent changes in product features
32. The term "frequency" refers to _____ in the context of product launches
- (a) The number of products a company has in its portfolio (b) The number of times a product is advertised
- (c) The interval at which new products are introduced to the market (d) The duration of a product's life cycle
33. The primary goal of mitigating product cannibalization is _____
- (a) To increase the production costs (b) To avoid sales losses in existing products when new products are launched
- (c) To reduce marketing expenses (d) To shorten the product development cycle

PART - B

(7 X 6 = 42)

Answer **all** questions choosing either (a) or (b).

34. (a) Describe various types of financial products available to consumers.
- [OR]
- (b) Discuss the importance of product differentiation in a competitive market.
35. (a) Discuss the stages involved in the new product development process.
- [OR]
- (b) Give a detailed note on Product management organisation structure.
36. (a) Explain about marketing strategy development.
- [OR]
- (b) Elaborate on the new product success and failure in Indian Context.
37. (a) Write a short note on creativity and innovation for NPD.
- [OR]
- (b) Elaborate on 7S framework and its use in NPD.
38. (a) Explain about branding positioning and brand extension.
- [OR]
- (b) Give a note on Brand valuation.
39. (a) Explain the phases of PLC.
- [OR]
- (b) Explain the classification of new products.
40. (a) Discuss about product portfolio strategy.

[OR]

(b) Give a note on product research.

N-1651

N-1653

COURSE CODE

205441

**ONLINE PROGRAMME EXAMINATIONS
M.B.A (GENERAL) DEGREE EXAMINATION,
Second Year - Fourth Semester
BUSINESS ADMINISTRATION
PRODUCTION AND OPERATION MANAGEMENT
(CBCS - 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. _____ is one of the most important factors, required for production activities.

(a) Money	(b) Man-power
(c) Time	(d) Customer

2. _____ is one of the qualities of Production Manager.

(a) Quickness	(b) Sympathy
(c) Timeliness	(d) Integrated

3. Which function is often involved in determining the production volume based on market demand?

(a) Human Resources	(b) Marketing
(c) Finance	(d) Research and Development

4. What is a key advantage of mass production?

(a) Flexibility for customization	(b) High production costs
(c) Economies of scale	(d) Low production volumes

5. How does the Toyota Production System contribute to minimizing overproduction?

(a) By promoting mass production	(b) By implementing just-in-time manufacturing
(c) By relying on excess inventory	(d) By increasing batch sizes

N-1653

6. What role does CAD play in the product development process?
- (a)It automates manufacturing. (b)It designs products digitally.
(c)It manages human resources. (d)It analyzes market trends.
7. Why is effective capacity planning crucial for businesses?
- (a)To increase employee turnover (b)To minimize customer satisfaction
(c)To meet customer demand at minimal cost (d)To maintain excessive inventory levels
8. Which factor is considered when determining the capacity of a facility?
- (a)Current employee turnover rate (b)Historical production costs
(c)Future demand forecasts (d)Inventory management protocols
9. What is the primary consideration when determining the location of a facility?
- (a)Employee turnover rate (b)Proximity to suppliers and customers
(c)Facility design process (d)Historical production costs
10. In facility planning, what does "location flexibility" refer to?
- (a)The inability to relocate a facility (b)The ease with which a facility can be moved or adapted
to changing needs
(c)A fixed and unalterable facility location (d)The historical location of a facility

11. What is a key characteristic of a well-designed production process?
- (a) Inefficiencies in material flow
 - (b) High employee turnover
 - (c) Optimal use of resources
 - (d) Ignoring quality control
12. In production process planning, what role does capacity planning play?
- (a) Optimizing resource utilization
 - (b) Identifying production requirements
 - (c) Creating a detailed production schedule
 - (d) Managing inventory levels
13. In the context of process selection, what does PLC stand for?
- (a) Project Lifecycle
 - (b) Process Lifecycle
 - (c) Product Lifecycle
 - (d) Production Lifecycle
14. What is the primary purpose of process simulation tools in process selection?
- (a) Designing products
 - (b) Simulating and optimizing production processes
 - (c) Analyzing customer feedback
 - (d) Managing inventory levels
15. Why is plant layout important in manufacturing?
- (a) To increase employee turnover
 - (b) To minimize customer satisfaction
 - (c) To optimize the use of resources and space
 - (d) To ignore the production schedule

16. What is a common objective of plant layout?

- (a)Overstocking inventory levels
- (b)Minimizing employee satisfaction
- (c)Reducing production costs
- (d)Ignoring workflow patterns

17. Which function is a part of production control?

- (a)Inefficient material flow
- (b)Overstocking inventory
- (c)Scheduling and sequencing production activities
- (d)Ignoring quality control

18. During which phase of production control is the implementation of plans and strategies carried out?

- (a)Planning phase
- (b>Action phase
- (c)Control phase
- (d)Inefficient phase

19. In forecasting, what does the term "market research forecasting" involve?

- (a)Analyzing the market trends and external factors
- (b)Relying on historical demand data
- (c)Using the opinions and expertise of individuals or groups
- (d)Ignoring customer feedback

20. What is a benefit of using time series forecasting?

- (a)Maximizing production costs
- (b)Ignoring historical demand data
- (c)Predicting future demand based on past patterns
- (d)Overstocking inventory levels

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21. What function does MRP perform in the production process?

- (a)Maximizing employee turnover
- (b)Ensuring materials availability
- (c)Overloading certain workstations
- (d)Ignoring production schedules

22. What does MRP stand for in the context of manufacturing?

- (a)Manufacturing Resource Planning
- (b)Material Resource Production
- (c)Material Requirement Planning
- (d)Managing Resource Processes

23. Which network technique is commonly used for project management and scheduling?

- (a)PERT (Program Evaluation and Review Technique)
- (b)JIT (Just-In-Time)
- (c)EOQ (Economic Order Quantity)
- (d)ABC Analysis

24. In Lean manufacturing, what is the primary focus when it comes to production?

- (a)Maximizing employee turnover
- (b)Minimizing customer satisfaction
- (c)Eliminating waste and optimizing efficiency
- (d)Overloading certain workstations

25. In quality management, what is the primary goal of preventive maintenance?

- (a)Repairing equipment after a breakdown occurs
- (b)Minimizing or eliminating breakdowns before they happen
- (c)Ignoring equipment maintenance
- (d)Maximizing employee turnover

26. Which technique is commonly used for measuring the quality of a product or process by inspecting a sample of items?
- (a)Control charts
(b)Pareto analysis
(c)Statistical process control
(d)Inspection and testing
27. What is the primary goal of the Six Sigma approach in quality management?
- (a)Ignoring the production schedule
(b)Achieving near-perfect performance and reducing defects to a minimum
(c)Maximizing employee turnover
(d)Repairing equipment after a failure occurs
28. Which statistical tool is commonly used in Six Sigma for process improvement and variation reduction?
- (a)Pareto analysis
(b)Control charts
(c)Fishbone diagram
(d)Regression analysis
29. How does Computer-Aided Manufacturing (CAM) contribute to the production process?
- (a)It designs products digitally.
(b)It automates the manufacturing process.
(c)It manages human resources in production.
(d)It analyzes market trends.
30. What does CAD stand for in the context of production?
- (a)Centralized Assembly Design
(b)Computer-Aided Design
(c)Customized Automation Development
(d)continuous Assembly Development

31. Objective of Work Study is to improve -----

- (a) Cycle time
- (b) Productivity
- (c) Production
- (d) All of the above

32. What is one potential consequence of inadequate capacity planning?

- (a) Overproduction and excess inventory
- (b) Efficient resource utilization
- (c) Meeting customer demand efficiently
- (d) Minimizing production costs

33. Which of the following is an example of a workflow pattern used in plant layout?

- (a) Circular flow
- (b) Random flow
- (c) Chaotic flow
- (d) Unplanned flow

PART - B

(7 X 6 = 42)

Answer **all** questions choosing either (a) or (b).

34. (a) Define production management and explain its primary objectives in an organization.

[OR]

(b) Differentiate between job production and mass production. Provide examples of products that are typically produced using each method.

35. (a) Explain the key principles of the Toyota Production System (TPS) and how they contribute to the efficiency of production processes.

[OR]

(b) Discuss the key factors that organizations consider when conducting capacity planning for their operations.

36. (a) Discuss the key factors that organizations consider when deciding on the location of their facilities.

[OR]

(b) What are the key objectives of production process planning in a manufacturing setting?

37. (a) Explain the different phases of the Product Life Cycle (PLC) and how they influence the process selection decision.

[OR]

(b) Explain the importance of material handling in the context of plant layout. How does it impact workflow patterns?

38. (a) Explain the significance of assembly line balancing in production. How does it contribute to the efficiency of the production process?

[OR]

(b) What are the main objectives of aggregate production planning, and how do they contribute to overall operational efficiency?

39. (a) Discuss the key inputs required for running a successful Material Requirements Planning process.

[OR]

(b) Explain the importance of inventory control in optimizing supply chain efficiency.

40. (a) What is the difference between quality assurance and quality control in the context of quality management?

[OR]

(b) Discuss the purpose of control charts in SQC. How do they help monitor and control variations in a process?

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ONLINE PROGRAMME EXAMINATIONS
M.B.A. DEGREE EXAMINATION, DECEMBER 2024
Second Year - Fourth Semester
BUSINESS ADMINISTRATION
INTERNATIONAL MARKETING
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. AMA stands for -----

(a) American Market Arena

(b) American Marketing Association

(c) American Maritime Association

(d) American Market Association

2. Which of these entities represent the bulk of most countries marketing efforts?

(a) Experiences

(b) Services

(c) Goods

(d) Events

3. Who is the contributor of Marketing Mix 4 P Concept?

(a) H. Simon

(b) Michael E. Porter

(c) Douglas McGregor

(d) McCarthy

4. Which of the following is stage the advertising expenditure is considerably low in a PLC?

(a) Maturity

(b) Decline

(c) Growth

(d) Introduction

5. A company which work only on the home country to reach its consumers through its offering is known as ----

(a) Ethnocentric

(b) Poly-centric

(c) Geocentric

(d) None of the above

6. Which of these is the simplest way for a company to get started in international marketing?
- (a)Direct Exporting (b)Indirect Exporting
(c)Joint Ventures (d)Licensing
7. Brokers, manufacturers' representatives, and sales agents search for customers and may negotiate on the producer's behalf but do not take title to the goods. They are known as _____
- (a)Wholesalers (b)Facilitators
(c)Agents (d)Distributors
8. Today's holistic marketers view the entire supply chain as a -----
- (a)Profit Center (b)Cost Center
(c)Value Network (d)Healthy Competitor
9. A culture in which people tend to view themselves as independent agents and value personal autonomy would be characterized as _____
- (a)Individualistic (b)Collectivist
(c)Independent (d)Self - actualized
10. Social classes—relatively homogeneous, enduring, and hierarchically ordered divisions in a society whose members share similar values, interests, and behavior—are evidence of _____ in a culture.
- (a)Political Divides (b)Partisanship
(c)Traditional Viewpoints (d)Social Stratification

11. The basic capability of any product is known as its _____
- (a)Main Operating Mode (b)Prime Function
(c)Core Functionality (d)Value Proposition
12. With each feature it considers adding to a new product, a company must balance _____ Versus how much it will cost the company to add the feature.
- (a)Customer Value (b)Market Perception
(c)Brand Labeling Potential (d)Size and Weight
13. ----- is the PLC stage of rapid market acceptance and substantial profit improvement.
- (a)Stagnancy (b)Introduction
(c)Maturity (d)Growth
14. Which element of customer value goes beyond functional value to create emotional benefits?
- (a)Functional (b)Financial
(c)Psychological (d)Logical
15. Services high in in _____ qualities are those services that have characteristics the buyer normally finds hard to evaluate even after consumption.
- (a)Trial (b)Search
(c)Experience (d)Credence

16. Unlike physical products, services cannot be seen, tasted, felt, heard, or smelled before they are bought. This is known as the _____ aspect of services.
- (a)Inseparability (b)Intangibility
(c)Variability (d)Perishability
17. ----- Various visual, verbal, and numerical indicators that convey information about price—are an important part of the psychology of pricing.
- (a)Pricing cues (b)Price Tags
(c)Bar Codes (d)QR Codes
18. ____ is especially effective with ego-sensitive products such as perfumes, expensive cars, and designer clothing.
- (a)Exclusive Pricing (b)Price Matching
(c)Hidden Price Tagging (d)Image Pricing
19. International Transaction is a transaction between:
- (a)Two Two/more unrelated enterprises either/both of whom are residents in India (b)Two/more associated enterprises, either/both of whom are residents in India
(c)Two/more associated enterprises, either/both of whom are non-residents or not in India (d)None of the above
20. Where more than one price is determined by the most appropriate method, the arm's length price shall be taken to be?
- (a)Highest of such prices (b)Lowest of such prices
(c)Arithmetical mean of such prices (d)Any price at the assessee's discretion

21. Which of these tactics is the most effective tool at later stages of the buying process, particularly in influencing buyer preferences, conviction, and action?
- (a) Personal Selling (b) Direct Marketing
(c) Interactive Advertising (d) Database Marketing
22. ____ marketing also known as network marketing, works by recruiting independent business people who act as distributors.
- (a) Team-based (b) Virtual
(c) Multilevel (d) Distributed
23. An _____ uses the manufacturer's sales force, trade promotion money, or other means to induce intermediaries to carry, promote, and sell the product to end users.
- (a) Push Strategy (b) Incentive Plan
(c) Promotional Plan (d) Pull Strategy
24. _____ are offered by a manufacturer to trade-channel members if they will perform certain functions, such as selling, storing, and record keeping.
- (a) Consumer Promotions (b) Quantity Discounts
(c) Allowances (d) Seasonal Discounts
25. When hotels & airlines offer discounts in slow selling periods, they are said to be offering _____
- (a) Trade Discounts (b) Quantity Discounts
(c) Functional Discounts (d) Seasonal Discounts

26. Which of these is NOT one of the identified advantages of online advertising?
- (a)Lowest cost of all formats
 - (b)User Tracking
 - (c)Contextual Placement
 - (d)Variety of Content Tpes
27. Reebok pays to have its ads appear on websites with sports- and fitness-related content, this is an example of;
- (a)Contextual placement
 - (b)Editorial promotion
 - (c)Native advertising
 - (d)Product placement
28. The term ----- refers to the use of a popular online figure to promote a product, service, or brand within his or her target audience
- (a)Influencer Marketing
 - (b)Celebrity Endorsement
 - (c)Social Commerce
 - (d)E-Commerce
29. The phenomenon of small manufacturers being crowded out of market sectors because they can't deliver enough quantity to satisfy retailers' demands is a consequence of -----
- (a)Mobile Commerce
 - (b)Retailer Consolidation
 - (c)Online Commerce
 - (d)Growing Customer Affluence
30. With regard to the selling function, what did Peter Drucker have to say about the aim of marketing?
- (a)Selling should replace marketing
 - (b)Selling should have equal importance in the corporate hierarchy.
 - (c)It should make selling superfluous
 - (d)The sales function should set strategy which owns tactics

31. Raw materials, labour, and sources of funding represent which kind of market?

- | | |
|--------------|-------------|
| (a)Basic | (b)Primary |
| (c)Secondary | (d)Resource |

32. Business goods are often purchased by trained _____ who must follow their organizations' purchasing policies, constraints, and requirements.

- | | |
|----------------------|-----------------------|
| (a)Shoppers | (b)Ordering Agents |
| (c)Purchasing Agents | (d)technical shoppers |

33. When motivation researchers want to probe consumers' mind-sets indirectly to uncover information that can't be obtained through explicit questioning, what interview approach do they often use?

- | | |
|--------------------------|-------------------|
| (a)Projective Techniques | (b)Observation |
| (c)Ethnography | (d)Online testing |

PART - B

(7 X 6 = 42)

Answer **all** questions choosing either (a) or (b).

34. (a) Explain the basics of marketing manager in an international marketing firm.

[OR]

(b) Discuss the corporate and business unit planning of an MNC with its Vision Mission and Goal. Give suitable examples.

35. (a) Ennumerate the steps involved in a marketing plan with a live illustration of your choice.

[OR]

(b) Explain the consumer motivation with any two pertinent theories and its real-time applications.

36. (a) Discuss the consumer buying decision process with its steps involved.

[OR]

(b) Define Buying Centre. Explain its dynamics and process.

37. (a) Write a detailed note on Marketing Information System and its significance.

[OR]

(b) Explain the process of segmenting consumer marketing for an international company with examples.

38. (a) Distinguish POP and POD with clear-cut examples.

[OR]

(b) Explain the ways in which crafting a positioning statement of a firm for its marketing of new product.

39. (a) Explain the different types of pricing and its relevance for a firm in offering value to their customers.

[OR]

(b) Discuss the significance of Service Quality with its impact to customer expectation and satisfaction. Give example.

40. (a) Define Sales Promotion. Explain the role of incentives and its impacts towards sale. .

[OR]

(b) Discuss the significance of Transfer Pricing and its real-time implications

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ONLINE PROGRAMME EXAMINATIONS
M.B.A. (G) DEGREE EXAMINATION, DECEMBER 2024
Second Year - Fourth Semester
BUSINESS ADMINISTRATION
STRATEGIC RETAIL MANAGEMENT
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. With the help of _____ the retailer pays an outsider party to undertake one or more of its operating functions

(a) Outsourcing	(b) Credit management
(c) Computerization	(d) None of these
2. _____ focuses on whether the strategy is being implemented as planned and whether the results produced are those intended.

(a) Strategic analysis	(b) Strategy implementation
(c) Strategic control	(d) Strategy formulation
3. _____ means crafting a combination of strategies and picking out the best one to achieve the organizational goals and objectives and thereby reaching the vision of the organization.

(a) Strategy implementation	(b) Strategic analysis
(c) Strategy formulation	(d) Strategic management
4. If a product like ice cream is getting purchased on a regular basis, then it is important to sell it through:

(a) Personal Selling	(b) Direct selling to the consumer from the ice cream factory
(c) Many retailers	(d) The producer gives it to the wholesaler then they will sell it to the consumer
5. In retail, positioning strategy includes the following strategies, except:

(a) Product strategy	(b) Personnel strategy
(c) Promotion strategy	(d) Advertising strategy

6. Strategy formulation is primarily an _ _ _ _ activity, based on strategic decision-making.
- (a)Entrepreneurial (b)Promotional
(c)Virtualize (d)None of these
7. According to Kaplan and Norton, what should be the main perspective of the balanced scorecard?
- (a)Customer (b)Financial
(c)Internal business process (d)HRM
8. The concept of Core competencies was originally devised by
- (a)Michael E. Porter (b)Jay B. Barney
(c)CK Prahalad and Gary Hamel (d)John Dunning and John Child
9. Which of the following is NOT an example of political risk?
- (a)Government regulations (b)Cost of production
(c)War (d)Civil unrest
10. _ _ _ _ _ refers to the process of conducting research on a company and its operating environment to formulate a strategy.
- (a)Strategic management (b)Sensitive analysis
(c)Simulation analysis (d)Strategic analysis

11. Critical Success Factors are

- (a) Those product features that are particularly valued by a group of customers and, therefore, where an organization must excel to outperform competition.
- (b) Those factors which are critical to the success of the organization's main competitors
- (c) Both A and B
- (d) Those product features that a company is particularly competent at providing

12. Operational and functional strategies _ _ _ _ _.

- (a) It is the highest level of strategy in an organization, identifying the strategy for the organization as a whole.
- (b) It relates to how an organization approaches a particular market, or the activity of a particular business unit.
- (c) It involves decisions that are made at the operational level and affect the day-to-day operation of the business. These decisions include marketing strategy, HR strategy, IT/IS strategy, and so forth.
- (d) None of these

13. Dell Computer has decided to rely exclusively on direct marketing. This is an example of _ _ _ _ _.

- (a) Differentiation Strategy
- (b) Focus Strategy
- (c) Cost Leadership Strategy
- (d) Diversification Strategy

14. According to Porter, which of the following is most important to achieving competitive advantage?

- (a) Serving all customers equally, rather than targeting the most profitable.
- (b) Operating at lower cost, commanding a premium price, or both.
- (c) Focusing on becoming the most competitive business within the sector/market.
- (d) Outsourcing activities that enhance/refine your competitive advantage

15. Stability strategy is a _ _ _ _ _ level strategy.

- (a) Functional
- (b) Business
- (c) Corporate
- (d) Strategic

16. Car manufacturers 'Maruti' and 'Tata Motors' work on reducing their costs to sell their cars in the popular segment at attractive prices. This is an example of _____.
(a) Growth Strategy (b) Cost Leadership Strategy
(c) Turnaround Strategy (d) Unique Strategy
17. Ansoff's matrix is useful for _____.
(a) Joining a business's marketing strategy with general strategic direction (b) Establishing an editorial calendar for staff to follow
(c) Understanding buyer personas and buyer behaviors (d) Hiring new staff and training them on marketing tactics
18. If Industry Attractiveness is 'High' and Business Unit Strength is 'Medium', then which of the following strategy should be followed as per GE Matrix.
(a) Hold/selective (b) Invest/grow
(c) Divest/harvest (d) Invest/selective
19. _____ is the foundation of blue ocean strategy
(a) Innovation (b) Value innovation
(c) Value creation (d) Value cost trade-off
20. If Industry Attractiveness is 'Low' and Business Unit Strength is 'High', then which of the following strategy should be followed as per GE Matrix _____.
(a) Hold/selective (b) Divest/harvest
(c) Invest/selective (d) Invest/grow

21. Corporate governance is primarily guided by _ _ _ _ _
- (a)Customers (b)Shareholders
(c)Employees (d)Board of Directors
22. A _ _ _ _ _ is an unincorporated retail firm owned by two or more persons, each with a financial interest
- (a)Corporation (b)Partnership
(c)Sole proprietorship (d)Limited Liability Company
23. In a _ _ _ _ _ , retailer sells to consumers through multiple retail formats, such as websites, physical stores.
- (a)Multi-channel retailing (b)Retail strategy
(c)Counter selling (d)Retail management
24. The system by which business corporations are directed and controlled is called _ _ _ .
- (a)Corporate Social Responsibility (b)Strategic Management
(c)Corporate Governance (d)Organisational Planning
25. Which one is not a type of strategic control?
- (a)Operational control (b)Strategic surveillance
(c)Specific alert control (d)Premise control

26. When retailers identify customer segments and develop unique strategies to meet the desires of these segments, they are using
- (a) Mass merchandising
 - (b) Bifurcated retailing
 - (c) Niche retailing
 - (d) Middle market retailing
27. Which is not the basic reason of the importance of Retail Location?
- (a) customer convenience
 - (b) competitive advantage
 - (c) cost of investment
 - (d) light and ventilation
28. The purpose of strategy evaluation is to:
- (a) Increase the budget annually
 - (b) Alert management to problems or potential problems
 - (c) Make budget changes
 - (d) Evaluate employee performance
29. A company's value chain is ____.
- (a) The sequence of activities it undertakes to deliver its product or service to customers
 - (b) The financial resources it has at its disposal
 - (c) The physical assets and facilities it owns
 - (d) The employee's skills and expertise it possesses
30. Xerox's competence in photocopying and Canon's competencies in optics, imaging and laser control are examples of ____ competence.
- (a) Strategic
 - (b) Threshold
 - (c) Core
 - (d) Distinctive

31. What is the term used in Ansoff's matrix for increasing market share with existing products in existing markets?

- (a)Market development
- (b)Market penetration
- (c)Product development
- (d)Diversification

32. Which of the following is NOT a benefit of strategic alliances?

- (a)Access to new markets and customers
- (b)Reduced risk and increased flexibility
- (c)Enhanced brand reputation
- (d)Increased control over resources

33. This provides the way to gather lead contact information, house it, use it for communication purposes and run reports on the data researches have collected.

- (a)Point of sales
- (b)Customer analytics
- (c)Campaign
- (d)CRM

PART - B

(7 X 6 = 42)

Answer **all** questions choosing either (a) or (b).

34. (a) Define the essence of strategy and discuss its fundamental characteristics.

[OR]

(b) Break down the key elements that constitute a retail strategy and explain their significance in shaping business outcomes.

35. (a) Analyze the internal factors that impact strategy formulation within an organization.

[OR]

(b) Summarize the various methods used in environmental scanning to gather information for strategic decision-making.

36. (a) Elaborate on the origins and sources of critical success factors and how they influence strategic planning.

[OR]

(b) Outline the pros and cons associated with conducting strategic analysis in business settings.

37. (a) Explore the implications of Porter's competitive strategies framework and its impact on business competitiveness.

[OR]

(b) Describe the different types of mergers and the mechanisms through which they operate in the corporate landscape.

38. (a) Provide an illustration of the four quadrants within the BCG matrix and explain their significance in portfolio analysis.

[OR]

(b) Detail the fundamental principles that underpin the concept of blue ocean strategy and how they drive innovation and market creation.

39. (a) Highlight the significance of distribution channels in the marketing and sales process.

[OR]

(b) Differentiate between single-brand retail and multi-brand retail formats and discuss their respective characteristics and advantages.

40. (a) Explain the core principles of corporate governance in depth and their importance in ensuring transparency and accountability within organizations.

[OR]

(b) Discuss the challenges that companies often face during the implementation phase of their strategic plans and how these obstacles can be addressed to achieve successful outcomes.

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