

N - 2146**COURSE CODE****205433B1**

ONLINE PROGRAMME EXAMINATIONS
M.B.A. DEGREE EXAMINATION, DECEMBER 2025
Second Year - Third Semester
M.B.A. (GENERAL)
MARKETING OF SERVICES
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. Which of the following is not a characteristic of services?

(a) Intangibility

(b) Perishability

(c) Ownership

(d) Inseparability

2. Service Marketing planning process begins with

(a) Execution

(b) Positioning

(c) Segmentation

(d) Mission Statement

3. Market segmentation in services is primarily based on

(a) Consumer behaviour only

(b) Product type

(c) Consumer characteristics and needs

(d) Employee skill

4. Essentials of Service Marketing do not include

(a) Service blueprinting

(b) Physical goods branding

(c) Internal marketing

(d) Relationship marketing

5. Vision in service marketing represents

(a) Tactical operations

(b) Financial projection

(c) Future aspirations

(d) Daily targets

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6. Strategic approach in service marketing involves

(a) Random goal setting

(c) Clear long-term planning

(b) Resource ignorance

(d) Avoiding customer involvement

7. Service positioning is critical for

(a) Reducing staff

(c) Maximizing cost

(b) Differentiating from competitors

(d) Internal management only

8. Repositioning means

(a) Changing the product name

(c) Changing customers' perception

(b) Closing the service

(d) Re-hiring the staff

9. Positioning strategy is based on

(a) Product pricing

(c) Consumer perception

(b) Employee turnover

(d) Supplier strength

10. The process of repositioning includes

(a) Altering brand image

(c) Product cloning

(b) Pricing strategy

(d) Market monopoly

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11. The 7Ps of services include

- (a)Product, Place, Price, People, Process, Promotion, Physical Evidence
(b)Price, Product, Promotion, Packaging, Planning, People, Portfolio
(c)Product, Promotion, Pricing, Personnel, Practice, Place, Proof
(d)Product, Planning, Pricing, Passion, Promotion, Packaging, Physical

12. Which is a key component of physical evidence in services?

- (a)Employee satisfaction
(b)Service location ambience
(c)Customer behaviour
(d)Budget allocation

13. Communication of services is difficult due to

- (a)High visibility
(b)Customer awareness
(c)Intangibility
(d)Overproduction

14. Physical evidence helps to

- (a)Confuse customers
(b)Add tangibility
(c)Reduce marketing
(d)Encourage monopoly

15. Allocation of marketing resources depends on

- (a)Random budgeting
(b)Customer complaints
(c)Product quantity
(d)Strategic goals and forecasts

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16. A key objective of marketing planning is

(a) Increase inventory

(c) Satisfy customers and meet goals

(b) Avoid promotions

(d) Reduce pricing only

17. Service expectations relate to

(a) Price discounts

(c) Employee absenteeism

(b) Customer perceived quality

(d) Competition analysis only

18. Intangibles in services include

(a) Physical layout

(c) Goods offered

(b) Service atmosphere and reputation

(d) Storefront design

19. Relationship marketing is best suited for

(a) One-time customers

(c) Long-term customer engagement

(b) Mass advertising

(d) Product placement

20. Customer retention helps in

(a) Increasing churn

(c) Increasing cost

(b) Lowering cost per customer

(d) Boosting attrition

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21. Tourism marketing focuses on

- (a) Durable goods
- (c) Industrial products

- (b) Experience and satisfaction
- (d) Financial auditing

22. Hospital service marketing emphasizes

- (a) Patient care experience
- (c) Commodity pricing

- (b) Standard products
- (d) Retail branding

23. Educational services marketing must focus on

- (a) Cost cutting
- (c) Student experience and value

- (b) Research output
- (d) Facility expansion

24. One key challenge in entertainment service marketing is

- (a) Pricing machinery
- (c) Avoiding technology

- (b) Managing peak demand
- (d) Ignoring customer feedback

25. Bank marketing is part of

- (a) Physical goods marketing
- (c) Agricultural marketing

- (b) Event promotion
- (d) Encounter service marketing

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26. Insurance marketing involves

(a) Tangible goods only

(c) Intangible promises of compensation

(b) Time-bound services

(d) Fast moving consumer goods

27. Consultancy service marketing focuses on

(a) Fixed outputs

(c) Inventory turnover

(b) Experience, expertise, and solutions

(d) Mass production

28. Legal barriers in transport marketing may include

(a) Product warranty issues

(c) Pricing disputes only

(b) Service licensing and safety laws

(d) Training delays

29. Which of the following best describes "service market segmentation"?

(a) Grouping services by price

(c) Segregating employees

(b) Dividing a market into distinct groups of buyers with different needs

(d) Creating new services randomly

30. Which of the following is not part of the 7Ps of service marketing?

(a) Process

(c) Planning

(b) Physical evidence

(d) People

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31. Which one of the following is an example of relationship marketing?
- (a)Flash sales (b)Loyalty programs
(c)Cold calling (d)Advertisement banners
32. Which of these is a challenge specific to insurance marketing?
- (a)Too many product returns (b)Lack of tangibility and trust
(c)High inventory cost (d)Uniform pricing
33. Transport service marketing requires a focus on
- (a)Online delivery (b)Retail packaging
(c)Digital product design (d)Trip scheduling and safety measures

PART - B

(7 X 6 = 42)

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

34. (a) Explain the key characteristics of services that differentiate them from physical goods.
[OR]
(b) Discuss the importance of market segmentation in service marketing.
35. (a) Explain the role of vision and mission in service marketing planning.
[OR]
(b) Explain the concept of positioning and differentiation in services with suitable examples.
36. (a) Describe the process and importance of positioning in service marketing.
[OR]
(b) Discuss the 7Ps of service marketing mix and explain how they are used to formulate service strategies.
37. (a) Explain the role of physical evidence in promotion and communication of services.
[OR]
(b) Write a note on marketing strategy formulation in services.
38. (a) Explain the role of service quality and intangibles in services marketing.
[OR]
(b) Relationship marketing helps improve service quality and customer retention. Elucidate.
39. (a) Discuss the significance of experiential marketing in tourism and hospitality services.
[OR]
(b) Explain the challenges and pitfalls involved in marketing educational and recreational services.
40. (a) Discuss the role of telecommunication and insurance in encounter service marketing.
[OR]
(b) Explain the scope and legal barriers involved in transport or consultancy service marketing.

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N - 2149**COURSE CODE****205434B2**

ONLINE PROGRAMME EXAMINATIONS
M.B.A. DEGREE EXAMINATION, DECEMBER 2025
Second Year - Third Semester
M.B.A. (GENERAL)
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 is a part of:

(a) Finance planning	(b) Distribution logistics
(c) Promotion management	(d) Product pricing

2. The need for marketing promotion arises mainly to:

(a) Reduce costs	(b) Improve employee retention
(c) Reach potential customers and boost sales	(d) Cut product features

3. The “competitive parity” method bases a firm’s promotional budget primarily on:

(a) Historical spending trends	(b) Matching rivals’ spending levels
(c) Marginal cost of media	(d) Consumer surveys

4. Sampling and introductory price discounts are most common for:

(a) New products seeking trial	(b) Declining products
(c) Niche heritage brands	(d) Government services

5. One major benefit of advertising is that it:

(a) Increases raw material costs	(b) Reduces brand awareness
(c) Supports mass communication	(d) Avoids customer contact

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6. The 'Objective and Task' method of budgeting focuses on:

- (a)Arbitrary cost cuts
- (b)Cost of HR recruitment
- (c)Matching competitors
- (d)Setting goals and calculating the cost to achieve them

7. Creative development, media strategy, and client servicing are:

- (a)HR functions
- (b)Government duties
- (c)Core advertising agency roles
- (d)Production processes

8. The Indian Society of Advertisers (ISA) is associated with:

- (a)Regulating transport
- (b)Ad industry standards
- (c)Manufacturing audits
- (d)Government procurement

9. A rational appeal in advertising focuses on:

- (a)Humor and drama
- (b)Emotions
- (c)Facts, benefits, and logic
- (d)Music and rhythm

10. Typography in print ads refers to:

- (a)Ad placement strategy
- (b)Choice and arrangement of fonts
- (c)Data collection method
- (d)Sound effects

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11. Reach in media planning refers to:

- (a) Number of times an ad is repeated
- (b) Geographic location
- (c) Number of unique people exposed to the ad
- (d) Amount of airtime

12. The most measurable and interactive medium today is:

- (a) Print media
- (b) Cinema
- (c) Outdoor
- (d) Digital media

13. Media research helps advertisers to:

- (a) Create job descriptions
- (b) Plan advertising copy
- (c) Choose the best platform for promotion
- (d) Develop technical software

14. Pre-testing and post-testing in advertising are used to:

- (a) Check product expiry
- (b) Evaluate ad performance before and after a campaign
- (c) Predict competitor response
- (d) Fix product defects

15. Which of the following best defines public relations?

- (a) Paid media promotion
- (b) Internal staff meetings
- (c) Managing communication between a company and its publics
- (d) Creating ads for social media

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16. Publicity differs from advertising in that it is usually:

- (a) Paid and controlled
- (b) Targeted only to employees
- (c) Always product-focused
- (d) Unpaid and not directly controlled by the company

17. Which of the following is a popular direct marketing technique?

- (a) Television advertising
- (b) Billboard advertising
- (c) Telemarketing
- (d) Publicity

18. Publicity in event marketing helps by:

- (a) Generating unpaid media attention
- (b) Reducing event impact
- (c) Avoiding consumer connection
- (d) Limiting brand awareness

19. A major difference between sales promotion and personal selling is that:

- (a) Personal selling is mass-oriented
- (b) Sales promotion involves personal interaction
- (c) Both are broadcast through media
- (d) Sales promotion offers incentives; personal selling involves face-to-face interaction

20. A scratch-and-win offer is an example of:

- (a) Personal selling
- (b) Advertising
- (c) Consumer sales promotion
- (d) Sales force incentive

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21. One of the major tasks in sales force management is:

- (a) Developing sales strategies and goals
- (b) Creating advertising slogans
- (c) Designing packaging
- (d) Fixing product pricing

22. Personal selling is more suitable for:

- (a) Low-cost goods
- (b) Products that need personal explanation
- (c) Convenience products
- (d) Outdoor hoardings

23. Which factor is NOT typically considered while designing a sales territory?

- (a) Population density
- (b) Customer potential
- (c) Travel convenience
- (d) Television channels

24. One major emerging trend in personal selling is:

- (a) Face-to-face selling only
- (b) Product bundling
- (c) Use of social media and virtual selling platforms
- (d) Ignoring customer analytics

25. Which of the following promotional tools is typically unpaid and media-generated?

- (a) Sales promotion
- (b) Publicity
- (c) Advertising
- (d) Personal selling

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26. Qualitative promotional evaluation may include:

- (a) Revenue calculation
- (c) Market price index

- (b) Customer perception and brand recall
- (d) Interest rate fluctuation

27. An advertisement showing children smoking is:

- (a) Educational
- (c) Ethical

- (b) Legal
- (d) Unethical and prohibited

28. Ethics in promotion refers to:

- (a) Charging high prices
- (c) Following honesty, fairness, and responsibility in advertising

- (b) Avoiding truthful claims
- (d) Bypassing consumer protection laws

29. Message strategy in advertising involves:

- (a) Setting profit margins
- (c) Planning raw material procurement

- (b) Creating a creative message aligned with brand objectives
- (d) Launching logistics operations

30. Media status in India has recently shifted due to:

- (a) Growth in internet penetration and mobile usage
- (c) Decline in population

- (b) Rise in global trade
- (d) Banning of smartphones

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31. Sales force promotions are designed to:

- | | |
|--|--------------------------------|
| (a) Attract consumers directly | (b) Increase warehouse storage |
| (c) Motivate and reward the sales team | (d) Advertise on social media |

32. Sales force management includes:

- | | |
|---------------------------------|---------------------------------------|
| (a) Managing product designs | (b) Managing the team of salespeople |
| (c) Conducting financial audits | (d) Managing transportation logistics |

33. Which of the following is a common method used to set a promotional budget?

- | | |
|----------------------------|--------------------------------|
| (a) Affordable method | (b) Purchase parity method |
| (c) Inventory-based method | (d) Percentage-of-sales method |

PART - B

(7 X 6 = 42)

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

34. (a) Discuss the role of promotion in the marketing mix. How does it help in influencing consumer behaviour?

[OR]

(b) How does an organization decide the right promotional tool for a product? Explain with factors influencing promotional decision-making.

35. (a) Mention any three benefits and any three criticisms of advertising. Explain how businesses can address these criticisms.

[OR]

(b) Why is a client brief important in the advertising process? Discuss the typical contents of a brief and how it helps in campaign planning.

36. (a) Explain the creative techniques commonly used in digital media advertising. How do they differ from traditional media?

[OR]

(b) Define media mix. How can an advertiser effectively use a combination of media to reach both rural and urban audiences in India?

37. (a) Discuss the key components of an effective media strategy. How does it influence the success of an advertising campaign?

[OR]

(b) How can public relations be used during a company crisis? Mention the strategies and tools involved.

38. (a) Define direct marketing. Explain any three techniques used in direct marketing with examples.

[OR]

(b) What are trade promotion tools? Describe any three methods used to motivate wholesalers and retailers.

39. (a) Compare and contrast personal selling with advertising. Highlight the situations where personal selling is more effective.

[OR]

- (b) Describe the main components of an effective sales training program. How does it benefit both the salesperson and the organization?
40. (a) Explain the major criteria used to evaluate the effectiveness of a promotional campaign. Why is it important for businesses to measure promotional performance?

[OR]

- (b) How can organizations balance creativity in promotion with ethical responsibility toward society? Discuss with real or hypothetical examples.

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N - 2152**COURSE CODE****205435B3**

ONLINE PROGRAMME EXAMINATIONS
M.B.A. DEGREE EXAMINATION, DECEMBER 2025
Second Year - Third Semester
M.B.A. (GENERAL)
PRODUCT MANAGEMENT
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks
(33 X 1 = 33)

PART - A

Answer **all** the questions.

1. Which of the following is not a product classification?
 - (a) Durable goods
 - (b) Services
 - (c) Commodities
 - (d) Guarantees

2. Product line decisions involve all except:
 - (a) Product mix decisions
 - (b) Product elimination
 - (c) Employee retention
 - (d) Product modification

3. What is a major responsibility of a product manager?
 - (a) Managing HR policies
 - (b) Overseeing operations
 - (c) Coordinating product development
 - (d) Supervising accounting

4. What is the first step in new product development?
 - (a) Business analysis
 - (b) Feasibility testing
 - (c) Idea generation
 - (d) Commercialization

5. Reverse engineering means:
 - (a) Studying failed products
 - (b) Designing from scratch
 - (c) Copying and improving existing products
 - (d) Creating complex systems

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6. In the Indian context, which factor leads to product launch failure?
- (a)High advertising spend
(c)Excessive innovation
- (b)Lack of test marketing
(d)Reverse engineering
7. A new product champion is someone who:
- (a)Approves budgets
(c)Advocates and drives the development of a new product
- (b)Monitors stock
(d)Rejects new ideas
8. The 7S Framework in NPD does not include:
- (a)Strategy
(c)Safety
- (b)Structure
(d)Systems
9. What is product positioning?
- (a)The physical placement of products
(c)Packaging design
- (b)Differentiating the product in the minds of consumers
(d)Production scheduling
10. Which of the following influences brand equity the most?
- (a)Employee count
(c)Plant location
- (b)Brand image
(d)Product weight

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11. During the maturity phase of PLC, the strategy should be:

- (a) Increase R&D spend
- (b) Maintain market share and defend from competitors
- (c) Discontinue the product
- (d) Focus on diversification

12. Strategic intervention in PLC refers to:

- (a) Reducing employee size
- (b) Launching promotional offers and product variants
- (c) Reducing production
- (d) Ignoring market trends

13. Product portfolio strategy involves:

- (a) Tax planning
- (b) Managing and balancing different products in the portfolio
- (c) Hiring consultants
- (d) Inventory control

14. Product cannibalization refers to:

- (a) New product reducing the demand for existing product of the same firm
- (b) Product licensing
- (c) Product import restrictions
- (d) Trade bans

15. A financial product is:

- (a) Insurance or mutual fund
- (b) Milk or bread
- (c) Furniture
- (d) Machinery

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16. The process of modifying an existing product is called:

- (a) Product enhancement
- (b) Product elimination
- (c) Product line extension
- (d) Product modification

17. Product elimination is necessary when:

- (a) Sales are high
- (b) The product is performing well
- (c) The product is outdated or unprofitable
- (d) There is excess stock

18. A feasibility test is conducted to:

- (a) Check packaging quality
- (b) Measure consumer interest
- (c) Evaluate if the product idea is technically and financially viable
- (d) Finalize advertising channels

19. Test marketing helps in:

- (a) Increasing inventory
- (b) Identifying defects in the factory
- (c) Predicting product performance before full-scale launch
- (d) Pricing of machinery

20. Commercialization is:

- (a) Selling only to commercial clients
- (b) Launching the product into the market
- (c) Cancelling a product idea
- (d) Benchmarking competitors

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21. Brand extension means:

- (a) Opening more stores
- (c) Closing older products

- (b) Using an existing brand for a new product
- (d) Discounting new launches

22. Brand equity is built over time through:

- (a) Internal training
- (c) Corporate tax policies

- (b) Strong customer experience and perception
- (d) Discount offers only

23. Packaging trends in modern marketing focus on:

- (a) Only aesthetics
- (c) Heavier materials

- (b) Eco-friendliness and branding
- (d) Non-standard sizes

24. Introduction phase of PLC involves:

- (a) Cost-cutting
- (c) Awareness creation

- (b) Profit maximization
- (d) Price wars

25. In the decline phase, a firm may:

- (a) Invest more in R&D
- (c) Withdraw or rejuvenate the product

- (b) Expand rapidly
- (d) Increase pricing

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26. Product consistency refers to:

- (a) Standard product pricing
- (c) Seasonal variation

- (b) Uniform product quality and positioning
- (d) Supply chain flexibility

27. Product launch time refers to:

- (a) TV advertisement timing
- (c) Manufacturing lead time

- (b) Selecting the right time to introduce a new product
- (d) Channel partner selection

28. A venture team is:

- (a) A legal panel
- (c) A product testing lab

- (b) A specialized cross-functional team for product innovation
- (d) Finance team

29. Top management in NPD is responsible for:

- (a) Monitoring petty cash
- (c) Strategic direction and resource support

- (b) Filing taxes
- (d) Designing product logos

30. Adaptation strategy in product development means:

- (a) Ignoring market feedback
- (c) Customizing products for different markets

- (b) Repeating old strategies
- (d) Standard pricing globally

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31. Modular design allows:

- | | |
|-------------------------------------|---------------------------|
| (a) Heavy customization at low cost | (b) Uniform product sizes |
| (c) Single-use packaging | (d) Seasonal launches |

32. Product mix decisions involve:

- | | |
|------------------------|--|
| (a) Financial auditing | (b) Choosing which products to sell and how to position them |
| (c) Plant shutdown | (d) Tax filing |

33. Brand valuation refers to:

- | | |
|------------------------------------|--|
| (a) Calculating asset depreciation | (b) Determining the financial worth of a brand |
| (c) Determining quality of ads | (d) Legal brand rights |

PART - B

(7 X 6 = 42)

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

34. (a) Explain the classification of products with examples. How does a financial product differ from other products?

[OR]

(b) Describe product line decisions and product mix strategies.

35. (a) Discuss the need for new product development and the risks and uncertainties involved.

[OR]

(b) Describe the stages in the new product development process with appropriate examples.

36. (a) Compare and contrast standardization, adaptation, and differentiation strategies in product development.

[OR]

(b) What are the stages of product commercialization? Discuss the factors influencing product success and failure in India.

37. (a) Define creativity and explain the concept and sources of innovation in new product development.

[OR]

(b) How does top management contribute to successful new product development?

38. (a) Define product positioning. Discuss the steps involved in product positioning strategy.

[OR]

(b) What is brand equity? Discuss the factors that influence brand image and brand valuation.

39. (a) Describe the different phases of the Product Life Cycle (PLC) with relevant strategies.

[OR]

(b) Explain the strategic interventions required for effective PLC management.

40. (a) What is a product portfolio strategy? Explain product investment and divestment strategies.

[OR]

(b) Explain the strategies to mitigate cannibalization during product launches.

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N-2154**COURSE CODE****205441**

ONLINE PROGRAMME EXAMINATIONS
M.B.A. DEGREE EXAMINATION, DECEMBER 2025
Second Year - Fourth Semester
M.B.A (GENERAL)
PRODUCTION AND OPERATION MANAGEMENT
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

(33 X 1 = 33)

PART - A

Answer **all** the questions.

1. Which of the following is not a function of production management?
(a)Controlling (b)Organizing
(c)Advertising (d)Planning
2. The conversion process in operations management involves:
(a)Materials to products (b)Stocks
(c)Goods to services (d)Marketing
3. Job production is characterized by:
(a)Assembly lines (b)Customization
(c)Continuous flow (d)Mass volume
4. Operations research mainly helps in:
(a)Managerial decision-making (b)Advertisement
(c)Materials handling (d)Production
5. The Toyota Production System is based on:
(a)High inventory (b)Labor surplus
(c)Waste elimination (d)Cost-plus pricing

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6. CAD is mainly used for:

- (a) Sales forecasting
- (c) Marketing design

- (b) Designing products
- (d) Financial estimation

7. Capacity planning determines:

- (a) Maximum output
- (c) Skill inventory

- (b) Customer base
- (d) Market share

8. CRP stands for:

- (a) Custom Resource Planning
- (c) Central Resource Planning

- (b) Capacity Requirement Planning
- (d) Critical Routing Plan

9. Facility layout aims to:

- (a) Optimize space usage
- (c) Increase advertising

- (b) Fix salary structures
- (d) Distribute wages

10. Which of the following techniques is used in facility location decision?

- (a) Regression
- (c) Break-even analysis

- (b) SWOT
- (d) Simulation

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11. A process layout is most appropriate for:
- (a) Batch production
 - (b) Job production
 - (c) Mass production
 - (d) Assembly lines
12. Which is the first step in process planning?
- (a) Maintenance
 - (b) Process selection
 - (c) Layout
 - (d) Production control
13. Time study in work measurement involves:
- (a) Standard time calculation
 - (b) Bonus time
 - (c) Break time
 - (d) Idle time
14. PLC refers to:
- (a) Purchase Logistics Control
 - (b) Product Life Cycle
 - (c) Productivity Level Chart
 - (d) Plant Level Control
15. A good plant layout ensures:
- (a) HR engagement
 - (b) Good building
 - (c) More promotions
 - (d) Effective work flow

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16. Work flow patterns depend on:

- (a)Electricity usage
- (c)Material movement

- (b)Budget
- (d)Worker hierarchy

17. Assembly line balancing helps in:

- (a)Overtime increase
- (c)Delaying production

- (b)Equally distributing workload
- (d)Storing unused stock

18. Aggregate production planning deals with:

- (a)Medium-term production
- (c)Short-term profits

- (b)Product packaging
- (d)Brand development

19. MRP is used for:

- (a)Staff recruitment
- (c)Financial audits

- (b)Facility location
- (d)Material scheduling

20. MRP requires input from:

- (a)Advertisement
- (c)Sales database

- (b)Bill of materials
- (d)Expense accounts

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21. Lean manufacturing focuses on:

- (a) Redundant systems
- (c) Elimination of waste

- (b) Cost inflation
- (d) Overproduction

22. JIT is best described as:

- (a) Delayed shipment
- (c) Multi-supplier policy

- (b) High inventory system
- (d) Reduced inventory costs

23. Quality is measured through:

- (a) Customer guesswork
- (c) Factory revenue

- (b) Statistical tools
- (d) Marketing charts

24. Preventive maintenance ensures:

- (a) Consistent equipment function
- (c) No inspections

- (b) Frequent breakdowns
- (d) Delays in delivery

25. SQC means:

- (a) Schedule Quality Comparison
- (c) Statistical Quality Control

- (b) Sales Quality Certification
- (d) Shop Quality Chart

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26. Six Sigma aims at:

- (a) 3.4 defects per million
- (c) 100% defect

- (b) 95% quality
- (d) 10% tolerance

27. Which method is used for short-term forecasting?

- (a) Regression
- (c) Delphi

- (b) Moving Average
- (d) Six Sigma

28. What is the focus of Total Quality Management?

- (a) Project cost
- (c) Financial audit

- (b) Manpower training
- (d) Customer satisfaction

29. Which of the following is used in plant layout analysis?

- (a) Cost Sheet
- (c) Demand Curve

- (b) REL Chart
- (d) Gantt Chart

30. Plant design optimization includes:

- (a) Strategic planning
- (c) Space and capacity efficiency

- (b) Safety stock
- (d) EOQ

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31. Inventory control aims to:

- | | |
|----------------------------|---------------------------|
| (a) Increase capital | (b) Maximize delays |
| (c) Decrease customer base | (d) Minimize holding cost |

32. What is a key input to aggregate planning?

- | | |
|---------------------|-----------------------------|
| (a) Selling cost | (b) Human resource planning |
| (c) Demand forecast | (d) Materials cost |

33. Process simulation is used to:

- | | |
|----------------------------|------------------------|
| (a) Model process behavior | (b) Increase inventory |
| (c) Reduce floor area | (d) Delay inspection |

PART - B

(7 X 6 = 42)

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

34. (a) Explain the core functions of production and operations management in a manufacturing organization.

[OR]

(b) Describe the role of operations in transforming inputs into outputs.

35. (a) Compare Job Production and Mass Production with examples.

[OR]

(b) Explain the interrelationship between production and other functional areas of management.

36. (a) Discuss the principles of the Toyota Production System.

[OR]

(b) Write short notes on the applications of CAD and CAM in modern production systems.

37. (a) What is Capacity Requirement Planning (CRP)? Describe its steps.

[OR]

(b) Explain the importance and techniques of measuring capacity in service industries.

38. (a) Describe the factors influencing facility location decisions and explain the location break-even analysis.

[OR]

(b) Explain the steps involved in production process planning.

39. (a) Explain process selection strategies with reference to different stages of the Product Life Cycle (PLC).

[OR]

(b) Discuss the objectives and techniques of aggregate production planning.

40. (a) What are the differences between JIT and Lean Manufacturing? Discuss their benefits.

[OR]

(b) Explain the concept and steps of Six Sigma in improving quality performance.

N-2154

N-2158**COURSE CODE****205442B1**

ONLINE PROGRAMME EXAMINATIONS
M.B.A. DEGREE EXAMINATION, DECEMBER 2025
Second Year - Fourth Semester
(M.B.A. GENERAL)
INTERNATIONAL MARKETING
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. Which of the following is an example of a marketing function?

- (a) Hiring staff
- (c) Advertising a product

- (b) Budget planning
- (d) Legal compliance

2. The marketing environment is made up of:

- (a) Always under the company's control
- (c) Never changes

- (b) Internal and external factors
- (d) Only includes competitors

3. Which is a key feature of the marketing system?

- (a) Focus on production efficiency
- (c) Focuses only on short-term gains

- (b) Seller-oriented
- (d) Dynamic and ever-changing

4. Which of the following is part of the product mix?

- (a) Sales target
- (c) Profit margin

- (b) Product quality and features
- (d) Advertising budget

5. A product strategy includes:

- (a) Government policy
- (c) Branding and packaging

- (b) Competitor hiring
- (d) Loan arrangements

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6. Market segmentation helps in:

- (a) Targeting specific customer needs
- (c). Ignoring competitors

- (b) Wasting resources
- (d) Increasing production

7. In the polycentric approach:

- (a) A single marketing plan fits all countries
- (c) Only the home country is considered

- (b) Each country has its own marketing strategy
- (d) There is no product differentiation

8. Which approach supports standardization and global integration?

- (a) Polycentric
- (c) Regiocentric

- (b) Ethnocentric
- (d) Geocentric

9. Which of the following is not an intermediary in international marketing?

- (a) Retailer
- (c) Consumer

- (b) Wholesaler
- (d) Agent

10. Which of the following is a direct marketing channel?

- (a) Manufacturer → Consumer
- (c) Manufacturer → Agent → Retailer → Consumer

- (b) Wholesaler → Retailer → Consumer
- (d) Exporter → Importer

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11. Channel adaptation means:
- (a) Ignoring local differences
 - (b) Standardizing product pricing
 - (c) Modifying channels to suit foreign markets
 - (d) Reducing intermediaries
12. The first stage in the consumer decision-making process is:
- (a) Purchase decision
 - (b) Information search
 - (c) Post-purchase behaviour
 - (d) Need recognition
13. The process where a buyer looks for information after identifying a need is called:
- (a) Post-purchase evaluation
 - (b) Purchase decision
 - (c) Information search
 - (d) Brand loyalty
14. Product mix refers to:
- (a) The price range of a product
 - (b) All the products a company offers
 - (c) The number of distribution outlets
 - (d) Advertising budget
15. In market segmentation, the market is divided based on:
- (a) Consumer characteristics and behaviour
 - (b) Product features
 - (c) Company size
 - (d) Export volume

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16. The last stage in the Product Life Cycle (PLC) is:
- (a)Introduction
 - (b)Growth
 - (c)Maturity
 - (d)Decline
17. Which of the following is a reason for adapting products in international markets?
- (a)Cultural differences
 - (b)High uniformity
 - (c)Similar income levels
 - (d). Same laws in every country
18. Which of the following is not a characteristic of services?
- (a)Intangibility
 - (b)Perishability
 - (c)Inventorability
 - (d)Inseparability
19. Brand decisions involve:
- (a)Selecting a name and image for the product
 - (b)Hiring staff
 - (c)Legal compliance
 - (d). Inventory control
20. A strong brand helps in:
- (a)Reducing customer loyalty
 - (b)Differentiating products in the market
 - (c)Decreasing product value
 - (d)Increasing advertising expenses

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21. _____ is a key factor affecting international pricing decisions.
- (a)Export subsidies
 - (b)Local laws
 - (c)Consumer demand and competition
 - (d)Product labeling
22. Skimming pricing means:
- (a)Offering low prices at launch
 - (b)Charging high prices at launch, then lowering them later
 - (c)Matching competitor prices
 - (d)Giving bulk discounts only
23. Which of the following is not a form of countertrade?
- (a)Barter
 - (b)Buyback
 - (c)Offset
 - (d)Leasing
24. Which of the following offers the highest security for exporters?
- (a)Open account
 - (b). Consignment
 - (c)Letter of Credit
 - (d)Barter
25. The promotion mix includes all the following except:
- (a)Research and development
 - (b)Publicity
 - (c)Personal selling
 - (d)Sales promotion

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26. Which of the following is a tool of publicity in international marketing?
- (a) Paid newspaper ads (b) Free press coverage
(c) Discount coupons (d) Personal selling agents
27. What does MIS stand for in marketing?
- (a) Market Insurance Strategy (b) Management Information Strategy
(c) Marketing Information System (d) Marketing Internal Statistics
28. Which of the following is a major tool of IMC?
- (a) Logistics (b) Employee training
(c) Product packaging (d) Sales promotion
29. Which communication medium is best for mass global reach?
- (a) One-on-one calls (b) Personal emails
(c) Television and digital media (d) Door-to-door sales
30. Intermediaries in international marketing include:
- (a) Agents, distributors, and retailers (b) Government officers
(c) Banks only (d) Internal staff

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31. A key advantage of using direct channels in international marketing is:
- (a) Reduced control over selling (b) Higher cost of delivery
(c) Greater control over brand and pricing (d) Less customer interaction
32. The key factor influencing channel decision-making is:
- (a) Colour of the product (b) Customer location and buying behaviour
(c) Logo size (d) Company letterhead
33. Which channel decision is most critical in entering a new international market?
- (a) Which billboard to use (b) What price to charge
(c) Whether to use direct or indirect channels (d) The office interior design

PART - B

(7 X 6 = 42)

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

34. (a) Discuss the major components of the marketing environment in international business.
[OR]
(b) What is product life cycle? Explain its stages and importance in international marketing.
35. (a) Explain the scope and nature of international marketing with relevant examples.
[OR]
(b) Differentiate between direct and indirect marketing channels with suitable examples in international trade.
36. (a) Explain the stages in the international consumer decision-making process with an example.
[OR]
(b) Define product mix. What are its components? Illustrate with international examples.
37. (a) Explain the concept of product positioning. Why is it important in international marketing?
[OR]
(b) What are the objectives of branding? Explain the nature and importance of brand decisions.
38. (a) Explain the meaning of price mix. What are its components in international marketing?
[OR]
(b) What is countertrade? Explain its forms with examples.
39. (a) Define promotion mix. What are its key components in international marketing?
[OR]
(b) Define Integrated Marketing Communications (IMC). What are its elements and benefits in global marketing?
40. (a) What factors influence the selection of distribution channels in international marketing?
[OR]

(b) What is channel development in international marketing? Explain the process with examples.

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N - 2160

COURSE CODE

205444B3

ONLINE PROGRAMME EXAMINATIONS
M.B.A. DEGREE EXAMINATION, DECEMBER 2025
Second Year - Fourth Semester
(M.B.A. GENERAL)
STRATEGIC RETAIL MANAGEMENT
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. What is the primary focus of strategy in retail management?

(a) Sales promotion	(b) Short-term profits and competitive disadvantage
(c) Long-term goals and competitive advantage	(d) Store decoration

2. Strategic execution involves:

(a) Setting budgets only	(b) Implementing plans to achieve goals
(c) Defining only the company's mission	(d) Auditing accounts

3. Tactics in strategic retail management are:

(a) Broad long-term goals	(b) Irregular plans
(c) Customer service policies	(d) Day-to-day actions to support strategy

4. A retail business model defines:

(a) The structure of government taxes on retail goods	(b) Only the profit margin of the retailer
(c) How a retailer creates and delivers value to customers	(d) Store decoration and interior design only

5. Retail strategists are responsible for:

(a) Managing shelf arrangement only	(b) Designing and implementing strategies
(c) Handling product labeling exclusively	(d) Performing routine checkout operations

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6. A strong retail business model typically includes:

- (a) Customer value proposition
- (c) Government tax rules

- (b) Employee discipline policy
- (d) Shelf-life management

7. Strategy formulation primarily involves:

- (a) Recruiting employees for daily operations
- (c) Developing long-term plans based on analysis

- (b) Designing promotional posters
- (d) Printing bills for customer purchases

8. Organizational capabilities refer to:

- (a) Challenges posed by competitors
- (c) The financial goals set by investors

- (b) The firm's ability to perform key functions efficiently
- (d) Funds allocated for promotional campaigns

9. Functional areas considered in internal analysis are:

- (a) Marketing, operations, finance, HR
- (c) External auditors

- (b) Legal and regulatory bodies
- (d) Logistics partners only

10. Environmental scanning is used to:

- (a) Maintain cleanliness in retail stores
- (c) Conduct internal staff appraisals

- (b) Identify and analyze external opportunities and threats
- (d) Launch promotional discounts for festivals

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11. Value Chain Analysis helps in:

- (a) Fixing product prices without considering costs
- (b) Calculating income tax returns
- (c) Choosing vendors based only on location
- (d) Understanding how each activity adds value

12. Key Factor Rating is used for:

- (a) Prioritizing strategic success factors
- (b) Branding only
- (c) Measuring salary satisfaction
- (d) Calculating discounts

13. Critical Success Factors (CSFs) are:

- (a) Minor business activities
- (b) Areas essential for achieving business objectives
- (c) External threats
- (d) Uncontrollable economic variables

14. Weaknesses in SWOT analysis can include:

- (a) Unique brand identity
- (b) Efficient delivery
- (c) High product quality
- (d) Poor customer service

15. Uniqueness in a retail business can be established through:

- (a) Common pricing
- (b) Generic branding
- (c) Exclusive customer experience
- (d) Copying competitors

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16. Strategic trinity refers to:

- (a) Legal, political, economic strategies
- (c) Sales, HR, and branding

- (b) Functional, business, and corporate level strategies
- (d) Finance, marketing, and IT

17. Corporate-level strategies deal with:

- (a) Daily operational issues
- (c) Overall organizational growth and direction

- (b) Department-level decisions
- (d) Pricing decisions

18. Porter's generic strategies include all except:

- (a) Cost leadership
- (c) Differentiation

- (b) Product innovation
- (d) Focus

19. Location and timing tactics help in:

- (a) Creating financial reports
- (c) Designing product packaging

- (b) Eliminating employee training
- (d) Gaining early market advantages

20. Retrenchment strategy includes:

- (a) Mergers
- (c) Market penetration

- (b) Downsizing or divesting unprofitable units
- (d) Product innovation

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21. Stability strategy is adopted when a company wants to:

- (a) Maintain current business operations
- (b) Enter a new market
- (c) Exit the industry
- (d) Increase debt

22. The process of designing a strategy involves:

- (a) Focusing solely on financial planning
- (b) Identifying goals, analysing environment, and planning actions
- (c) Eliminating products to reduce workload
- (d) Expanding the workforce without planning

23. In the BCG matrix, a "Cash Cow" represents a product that:

- (a) Has low market share and low growth
- (b) Has high market growth but low share
- (c) Generates high revenue with low investment
- (d) Requires heavy investment and has low return

24. Hofer's Matrix is an improvement over the BCG Matrix because it includes:

- (a) Only profitability
- (b) Market size
- (c) Branding strategies
- (d) Competitive position and product life cycle

25. The Ansoff Matrix focuses on:

- (a) Inventory control
- (b) Diversification and growth strategies
- (c) Reducing customer complaints
- (d) Technological forecasting

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26. A retailer offering a wide variety of product categories follows a:

- (a) Multi-line strategy
- (b) Limited-line strategy
- (c) Exclusive-line strategy
- (d) Virtual strategy

27. Lateral structure in retail involves:

- (a) Movement of goods from top to bottom
- (b) Cooperation among businesses at the same level
- (c) Exclusive brand agreements
- (d) Credit sales to retailers

28. A hypermarket is best defined as:

- (a) A small retail store selling groceries
- (b) A high-end specialty store offering premium products
- (c) A digital marketplace operating only through e-commerce platforms
- (d) A large-scale retail outlet combining a supermarket and department store

29. Franchise model allows the retailer to:

- (a) Avoid brand guidelines
- (b) Own the brand outright
- (c) Operate under a brand with standardized systems
- (d) Create their own products under the franchise's name

30. The process of turning a well-formulated strategy into action is called:

- (a) Strategy formulation
- (b) Strategy execution
- (c) Strategy analysis
- (d) Strategy vision

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31. The "Pyramid of Purpose" helps in:

- (a) Clarifying organizational purpose at all levels (b) Creating communication barriers
(c) Outsourcing decision-making (d) Promoting informal culture

32. Leadership plays a crucial role in:

- (a) Minimizing performance (b) Ignoring strategy
(c) Inspiring and guiding implementation (d) Limiting innovation

33. Operational control is concerned with:

- (a) Setting strategic goals (b) Board meetings only
(c) Preparing mission statements (d) Monitoring short-term, day-to-day activities

PART - B

(7 X 6 = 42)

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

34. (a) Explain the concept of strategy and its significance in retail business.

[OR]

(b) Explain the relationship between a company's overall strategy and its retail business model with a suitable example.

35. (a) Explain the importance of internal appraisal in developing effective retail strategies.

[OR]

(b) What is PESTLE analysis? Explain how each element impacts retail strategy.

36. (a) Define Critical Success Factors (CSFs). How do they impact retail strategic planning?

[OR]

(b) Define the strategic trinity. How do functional, business, and corporate strategies differ from each other?

37. (a) Discuss the importance of location and timing tactics in the success of business-level strategies in retail management.

[OR]

(b) Differentiate between stability, expansion, retrenchment, and combination strategies with suitable examples.

38. (a) Explain the BCG Matrix. How does it help in strategic decision-making for a retail business?

[OR]

(b) Describe Bowman's Strategy Clock. How can retailers use it to position their offerings?

39. (a) Explain the differences between direct and indirect retail channel options. What are the advantages of each?

[OR]

(b) Explain the differences between hyper, super, mall, and micro retail models with suitable examples.

40. (a) Explain Simon's Seven Strategy Questions. How do they support better implementation?

[OR]

(b) What are the major challenges in implementing a retail strategy? How can they be overcome?

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