

**ONLINE PROGRAMME EXAMINATIONS**  
**M.B.A. (G) DEGREE EXAMINATION, MAY 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. \_\_\_\_\_ is a key component of the service marketing planning process.  
(a) Inventory management (b) Developing a pricing strategy  
(c) Designing the physical product (d) Implementing manufacturing processes
2. \_\_\_\_\_ is NOT a characteristic of services.  
(a) Intangibility (b) Inseparability  
(c) Variability (d) Storability
3. Which of the following statements correctly distinguishes services from products?  
(a) Services are tangible, whereas products are intangible (b) Services can be stored and inventoried, whereas products cannot  
(c) Services are intangible and cannot be separated from the provider, whereas products are tangible and can be separated from the manufacturer (d) Services have a fixed quality, whereas products have variable quality
4. The common base for segmenting consumer markets in service marketing is \_\_\_\_\_.  
(a) Geographic segmentation (b) Industrial segmentation  
(c) Technological segmentation (d) Time-based segmentation
5. The main purpose of market segmentation is \_\_\_\_\_.  
(a) To create a single marketing strategy for the entire market (b) To increase the variety of services offered by a company  
(c) To identify and target specific groups of customers (d) To reduce the cost-of-service delivery more effectively

6. Which of the following elements is unique to the service marketing mix, compared to the traditional marketing mix?
- (a)Product (b)Promotion  
(c)Process (d)Price
7. The primary purpose of a vision statement in service marketing is \_\_\_\_\_
- (a)To define the specific services offered by the company (b)To describe the company's future goals and aspirations  
(c)To outline the company's pricing strategy (d)To detail the company's day-to-day operations
8. The first step in the service marketing planning process is \_\_\_\_\_
- (a)Developing marketing strategies (b)Conducting a market analysis  
(c)Setting marketing objectives (d)Evaluating marketing performance
9. Which of the following is a common strategic approach in service marketing?
- (a)Cost Leadership (b)Product Imitation  
(c)Supply Chain Reduction (d)Inventory Maximization
10. Positioning at the service level involves \_\_\_\_\_
- (a)Developing a general company mission statement (b)Differentiating individual services from competitors' offerings  
(c)Managing company-wide financial performance (d)Creating employee training programs

11. When a company positions itself based on superior customer service across all its offerings, it is focusing on \_\_\_\_\_
- (a) Functional level positioning  
(c) Corporate level positioning
- (b) Service level positioning  
(d) Competitive level positioning
12. Which of the following is an example of positioning at the company level?
- (a) Branding individual service offerings  
(c) Setting prices for specific services
- (b) Establishing the overall corporate brand image and reputation  
(d) Designing marketing campaigns for new services
13. Repositioning might be necessary when \_\_\_\_\_
- (a) The product has achieved maximum market penetration  
(c) Production costs have decreased
- (b) Customer preferences and market conditions have changed  
(d) The product is in the growth stage of its life cycle
14. Effective positioning can lead to \_\_\_\_\_
- (a) Enhanced customer loyalty and competitive advantage  
(c) Higher marketing expenses
- (b) Increased production complexity  
(d) Reduced product variety
15. The creation of a positioning statement should include \_\_\_\_\_
- (a) The product's price  
(c) The desired brand image and the key benefits offered
- (b) The distribution channels  
(d) The advertising budget

16. Which of the following is NOT one of the traditional 4Ps of the marketing mix?

- (a)Product
- (b)Price
- (c)Promotion
- (d)People

17. In services marketing, the "Product" element refers to \_\_\_\_\_

- (a)The tangible goods being sold
- (b)The core service, supplementary services, and the service environment
- (c)The physical location of the service
- (d)The marketing campaign for the service

18. Which of the following is a key challenge in promoting services compared to products?

- (a)Services are perishable
- (b)Services are tangible
- (c)Services cannot be standardized
- (d)Services cannot be physically displayed

19. Developing a marketing mix strategy for services should begin with \_\_\_\_\_

- (a)Setting the price for the service
- (b)Understanding customer needs and preferences
- (c)Choosing the service location
- (d)Designing promotional materials

20. \_\_\_\_\_ tool is commonly used for monitoring marketing performance.

- (a)SWOT analysis
- (b)PEST analysis
- (c)Gantt Chart
- (d)Balanced Scorecard

21. Resource allocation in marketing typically involves \_\_\_\_\_
- (a) Setting financial goals for the company
  - (b) Distributing marketing budget across different marketing activities
  - (c) Training new employees
  - (d) Evaluating market trends
22. The primary factor that shapes customer expectations of a service product is \_\_\_\_\_
- (a) Price of the service
  - (b) Promotional campaigns
  - (c) Previous experiences with similar services
  - (d) Physical evidence of the service
23. When managing customer expectations, it is important for service providers to \_\_\_\_\_
- (a) Over-promise and under-deliver
  - (b) Set realistic and achievable expectations
  - (c) Focus only on price reductions
  - (d) Ignore competitor actions
24. Which of the following is a common tool used to measure service quality?
- (a) PEST analysis
  - (b) SERVQUAL model
  - (c) SWOT analysis
  - (d) BCG matrix
25. Continuous improvement in service quality often relies on:
- (a) Cutting costs
  - (b) Reducing the number of service offerings
  - (c) Increasing advertising spend
  - (d) Gathering and analyzing customer feedback

26. Which of the following is a key challenge in tourism service marketing?
- (a) High inventory costs
  - (b) Intangibility and variability of services
  - (c) Limited market segmentation
  - (d) High production costs
27. In the context of hotel marketing, "RevPAR" stands for:
- (a) Revenue Per Available Room
  - (b) Review and Performance Assessment Rating
  - (c) Revenue and Profit Analysis Report
  - (d) Room and Property Allocation Ratio
28. In education marketing, "student-centric approach" refers to \_\_\_\_\_
- (a) Focusing on faculty development
  - (b) Tailoring services to meet the needs and preferences of students
  - (c) Increasing marketing budgets
  - (d) Standardizing the curriculum
29. The scope of entertainment and recreational service marketing includes \_\_\_\_\_
- (a) Only indoor activities
  - (b) A wide range of activities such as movies, sports, and theme parks
  - (c) Only outdoor activities
  - (d) Primarily online services
30. Which of the following strategies is commonly used in bank marketing to attract customers?
- (a) Offering personalized financial advice and services
  - (b) Reducing the number of ATMs
  - (c) Increasing service fees
  - (d) Limiting online banking options

31. A major challenge in insurance marketing is \_\_\_\_\_

- (a) High tangibility of insurance products
- (c) Limited competition in the market

- (b) The need to build trust and credibility with customers
- (d) High predictability of customer needs

32. The use of technology in consultancy services marketing can \_\_\_\_\_

- (a) Decrease the quality of service
- (c) Reduce the need for expert consultants

- (b) Enhance service delivery and client communication
- (d) Limit market reach

33. What is a key characteristic of consultancy services?

- (a) High tangibility
- (c) Low client interaction

- (b) High production costs
- (d) High customization and expertise

PART - B

(7 X 6 = 42)

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

34. (a) Differentiate service vs product.

[OR]

(b) Explain service market segmentation.

35. (a) Discuss the levels of management approaches.

[OR]

(b) Give an account evolution of positioning and services positioning.

36. (a) Elaborate on the importance of positioning.

[OR]

(b) Brief about the 7P's. of marketing

37. (a) Explain promotion and communication of services.

[OR]

(b) Elaborate the steps in marketing strategy formulation.

38. (a) Discuss the customer expectations of service product.

[OR]

(b) Write about relationship marketing.

39. (a) Explain the Hotel service marketing.

[OR]

(b) Discuss the challenges of Entertainment service marketing.

40. (a) Give an account of Bank marketing.

[OR]

(b) Discuss the functions of consultancy services marketing.

**ONLINE PROGRAMME EXAMINATIONS**  
**M.B.A. (G) DEGREE EXAMINATION, MAY 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. It is important to establish clear promotional objectives \_\_\_\_\_
  - (a) To ensure consistency in messaging
  - (b) To guarantee a higher budget allocation
  - (c) To minimize the need for market research
  - (d) To reduce the number of competitors
2. The primary purpose of marketing promotion is \_\_\_\_\_
  - (a) To increase product prices
  - (b) To reduce production costs
  - (c) To communicate product benefits to the target market
  - (d) To eliminate competition
3. Which of the following is a direct benefit of marketing promotion?
  - (a) Decreased product quality
  - (b) Increased customer awareness
  - (c) Higher production costs
  - (d) Reduced brand loyalty
4. Organizing for promotion within a company often involves \_\_\_\_\_
  - (a) Creating a dedicated marketing team
  - (b) Outsourcing all promotional activities
  - (c) Focusing only on online marketing
  - (d) Ignoring sales data
5. Which promotional mix tool involves direct communication with potential customers to generate immediate responses or transactions?
  - (a) Public relations
  - (b) Direct marketing
  - (c) Sales promotion
  - (d) Advertising

6. For existing products, which promotional tool is often emphasized to maintain brand loyalty?
- (a)Advertising (b)Sales promotions  
(c)Public relations (d)Personal selling
7. A criticism of advertising is that it often \_\_\_\_\_
- (a)Provides essential information to consumers (b)Leads to a more informed public  
(c)Creates unnecessary wants and desires (d)Encourages healthy competition
8. An advertising objective that aims to encourage repeat purchases is focused on \_\_\_\_\_
- (a)Brand awareness (b)Brand loyalty  
(c)Product trial (d)Market penetration
9. Advertising appropriation refers to\_\_\_\_\_
- (a)The creative content of an ad (b)The budget allocated for advertising  
(c)The target audience of an ad (d)The media channels used for advertising
10. Which of the following is a characteristic of a strong client-agency relationship?
- (a)Exclusively focusing on digital media (b)Short-term contracts  
(c)Trust and mutual respect (d)High turnover of agency staff

11. Copy development in advertising includes the creation of \_\_\_\_\_
- (a)Product prototypes
  - (b)Written content for advertisements
  - (c)Financial budgets
  - (d)Distribution networks
12. Which function of an advertising agency involves evaluating the effectiveness of an ad campaign?
- (a)Creative development
  - (b)Account management
  - (c)Media planning
  - (d)Research and analytics
13. A key technique used in producing print advertisements is \_\_\_\_\_
- (a)Creating detailed video content
  - (b)Utilizing high-quality images and graphics
  - (c)Developing long audio scripts
  - (d)Implementing interactive features
14. Which element is crucial for a message strategy to be effective?
- (a)High production costs
  - (b)Clear and compelling message
  - (c)Use of celebrity endorsements
  - (d)Detailed technical information
15. In broadcast advertising, what is a key technique to ensure message retention?
- (a)Repetition of the main message
  - (b)Use of long sentences
  - (c)High-speed delivery
  - (d)Absence of background music

16. The key component of a media strategy is \_\_\_\_\_

- |                                |  |
|--------------------------------|--|
| (a)Developing new products     | (b)Determining the timing and scheduling of advertisements |
| (c)Conducting financial audits | (d)Designing the company logo                              |

17. Which characteristic is essential for evaluating media effectiveness?

- |  |                             |
|--|-----------------------------|
| (a)Cost per thousand impressions (CPM) | (b)Product development time |
| (c)Employee turnover rate              | (d)Office location          |

18. In media planning, what is "frequency"?

- |   |   |
|---|---|
| (a)The total cost of the advertising campaign             | (b)The number of different people exposed to the ad |
| (c)The number of times an individual is exposed to the ad | (d)The length of time the ad runs                   |

19. Which of the following metrics is often used to measure the effectiveness of an advertising campaign?

- |                          |                               |
|--------------------------|-------------------------------|
| (a)Cost per hire         | (b)Return on Investment (ROI) |
| (c)Employee satisfaction | (d)Production cost            |

20. An approach to media research that focuses on numerical data and statistical analysis is known as \_\_\_\_\_

- |                          |                           |
|--------------------------|---------------------------|
| (a)Qualitative research  | (b)Quantitative research  |
| (c)Ethnographic research | (d)Observational research |

21. A primary goal of media buying is to\_\_\_\_\_

- (a)Maximize reach and frequency within the target audience while staying within budget
- (b)Minimize production costs
- (c)Develop creative ad content
- (d)Conduct market research

22. Which tool is commonly used in public relations to communicate with the media?

- (a)Product demonstrations
- (b)Press releases
- (c)Paid advertisements
- (d)Employee training manuals

23. \_\_\_\_\_ is a common technique used in direct marketing.

- (a)Television commercials
- (b)Print media ads
- (c>Email marketing
- (d)Billboard advertising

24. What is the main purpose of sales force promotions?

- (a)To enhance the corporate image
- (b)To motivate and incentivize the sales team to achieve higher sales targets
- (c)To conduct market research
- (d)To design advertising campaigns

25. A common goal of consumer-oriented sales promotions is to\_\_\_\_\_

- (a)Train the sales force
- (b)Increase brand visibility among competitors
- (c)Encourage trial and repeat purchases
- (d)Develop long-term advertising strategies

26. Which factor is crucial for successful sales force management?
- (a)High turnover rates (b)Limited training opportunities  
(c)Effective communication and feedback (d)Avoiding performance evaluations
27. Which stage of the sales process involves identifying potential customers and gathering information about their needs?
- (a)Prospecting (b)Closing  
(c)Presentation (d)Follow-up
28. What is the purpose of conducting interviews during the selection process?
- (a)To train new recruits (b)To assess candidates' skills, qualifications, and fit for the sales role  
(c)To manage sales territories (d)To design advertising campaigns
29. What is a key benefit of using CRM systems in personal selling?
- (a)Decreasing customer interactions (b)Reducing sales productivity  
(c)Enhancing customer relationship management and sales forecasting (d)Limiting sales opportunities
30. In evaluating promotional measures, what does "reach" refer to?
- (a)Number of sales made (b)Number of employees trained  
(c)Number of customers exposed to the promotional message (d)Number of products in inventory

31. Which promotional tool's effectiveness is often measured based on its contribution to building long-term customer relationships?
- (a)Advertising (b)Publicity  
(c)Sales promotion (d)Personal selling
32. Which legislation protects consumers from false advertising claims and deceptive promotional practices?
- (a)Fair Packaging and Labelling Act (b)Clean Air Act  
(c)Consumer Product Safety Act (d)Truth in Advertising Act
33. Which ethical consideration is relevant when promoting products that may have health implications?
- (a)Customer loyalty (b)Transparency and disclosure of risks  
(c)Market saturation (d)Promotional costs

PART - B

(7 X 6 = 42)

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

34. (a) Give an account on establishing promotional objectives.  
[OR]  
(b) Differentiate promotional mix for new products and existing products.
35. (a) Discuss the scope and benefits of advertising.  
[OR]  
(b) Explain the role of persuasion in advertising.
36. (a) Elaborate on the techniques used in producing advertisement for print and broadcast.  
[OR]  
(b) Explain the media characteristics.
37. (a) Discuss the concept and application of media research.  
[OR]  
(b) Discuss the various tools of public relations.
38. (a) Give an account on Event marketing.  
[OR]  
(b) Elaborate on sales promotion measures.
39. (a) Explain the characteristics of personal selling.  
[OR]  
(b) Discuss the various performance appraisal methods.
40. (a) Compare and contrast advertising, publicity and sales promotion.  
[OR]  
(b) Explain the regulations of promotions.



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

Time : 2 Hours

Maximum : 75 Marks

## PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. Which type of financial product allows individuals to pool their money to invest in a diversified portfolio of stocks, bonds, or other securities?  

(a) Savings account	(b) Mutual fund
(c) Term insurance	(d) Fixed deposit
2. What type of product classification would a high-end luxury watch fall under?  

(a) Convenience product	(b) Shopping product
(c) Specialty product	(d) Unsought product
3. \_\_\_\_\_ best describes a commodity.  

(a) A unique product with distinct features	(b) A product that has no brand differentiation and is widely available
(c) A luxury item with high customer loyalty	(d) An innovative technology product
4. A company deciding to expand its product line is primarily considering \_\_\_\_\_.  

(a) Product elimination	(b) Product differentiation
(c) Product line extension	(d) Product mix contraction
5. The product mix width refers to \_\_\_\_\_.  

(a) The total number of products a company offers	(b) The number of different product lines a company offers
(c) The variety of products within a single product line	(d) The range of prices within a product line

6. \_\_\_\_\_ type of product modification involves changing the sensory appeal of a product
- (a)Functional modification (b)Quality modification  
(c)Style modification (d)Safety modification
7. Product managers play a crucial role in \_\_\_\_\_.
- (a)Ensuring product compliance with regulatory standards (b)Setting marketing budgets for the entire company  
(c)Bridging the gap between customer needs and product development (d)Conducting all the market research personally
8. One of the major risks associated with new product development is \_\_\_\_\_
- (a)Increased production capacity (b)Market uncertainty and potential failure  
(c)Decreased employee morale (d)Improved brand reputation
9. In the context of new product development, product managers are typically involved in \_\_\_\_\_
- (a)Designing the company logo (b)Identifying market opportunities and defining product features  
(c)Handling company legal matters (d)Training new employees
10. Idea screening in the new product development process involves \_\_\_\_\_
- (a)Developing a prototype (b)Assessing the market potential of product ideas  
(c)Conducting focus groups with potential customers (d)Implementing the marketing strategy

11. In new product design, what role do regulatory requirements play?
- (a) They are irrelevant
  - (b) They ensure product safety and compliance
  - (c) They hinder the development process
  - (d) They determine the product's aesthetic appeal
12. Why is it essential to consider customer preferences when designing a new product?
- (a) To increase production costs
  - (b) To ignore market trends
  - (c) To ensure product acceptance and satisfaction
  - (d) To focus solely on technical specifications
13. Adaptation in marketing involves \_\_\_\_\_
- (a) Creating unique products for each market
  - (b) Maintaining consistent branding across all markets
  - (c) Standardizing product features globally
  - (d) Using reverse engineering to develop products
14. Test marketing is used to \_\_\_\_\_
- (a) Assess the feasibility of a new product in a controlled market environment
  - (b) Skip the product development phase
  - (c) Standardize the product features globally
  - (d) Implement a reverse engineering strategy
15. Reverse engineering involves \_\_\_\_\_.
- (a) Developing new products from scratch
  - (b) Analyzing competitors' products to understand their design and functionality
  - (c) Standardizing products across different markets
  - (d) Adapting products to suit local preferences

16. Commercialization in the context of new product development is \_\_\_\_\_
- (a)The process of generating product ideas                      (b)The stage where a new product is introduced to the market
- (c)The development of product prototypes                      (d)The assessment of market feasibility
17. New products that offer minor changes to existing products and are aimed at existing customers are classified as \_\_\_\_\_
- (a)Product improvements                      (b)Additions to existing lines
- (c)New product lines                      (d)New-to-the-world products
18. \_\_\_\_\_ is creativity in the context of new product development (NPD)
- (a)Implementing existing ideas                      (b)Copying competitors' products
- (c)Generating novel and useful ideas                      (d)Following traditional approaches
19. \_\_\_\_\_ best describes the contours of creativity in NPD.
- (a)Following predefined rules and guidelines                      (b)Limiting experimentation to proven methods
- (c)Encouraging diverse thinking and exploration of new possibilities                      (d)Avoiding risks and sticking to conventional approaches
20. The 7S framework primarily focus on \_\_\_\_\_ in the context of NPD.
- (a)Market segmentation                      (b)Organizational structure and alignment
- (c)Product design                      (d)Marketing strategy

21. The role of top management in new product development is \_\_\_\_\_

- (a) Directly managing day-to-day operations
- (b) Providing resources and support for NPD initiatives
- (c) Implementing detailed design specifications
- (d) Conducting market research

22. Brand positioning refers to \_\_\_\_\_

- (a) The physical location of a brand's headquarters
- (b) The process of creating a distinctive place in the minds of consumers for a brand
- (c) The pricing strategy used by a brand
- (d) The number of products a brand offers

23. Brand extension means \_\_\_\_\_

- (a) Expanding a brand's product line by introducing new products under the same brand name
- (b) Rebranding a product with a new name and identity
- (c) Reducing the number of products offered under a brand
- (d) Licensing a brand to another company for a limited time

24. Brand equity is \_\_\_\_\_

- (a) The total revenue generated by a brand
- (b) The financial worth of a brand
- (c) The value a brand adds to a product beyond its functional benefits
- (d) The number of stores carrying a brand's products

25. Packaging serves which of the following purposes?

- (a) Only to contain and protect the product
- (b) To communicate brand values and attract consumers' attention
- (c) To reduce the cost of production
- (d) To increase the weight of the product

26. \_\_\_\_\_ phase of the PLC is characterized by rapid sales growth and increasing market acceptance.
- (a)Introduction (b)Growth  
(c)Maturity (d)Decline
27. The functional management strategy crucial during the maturity phase of the PLC is \_\_\_\_\_
- (a)Investing in research and development for new product innovations (b)Implementing aggressive marketing campaigns to maintain market share  
(c)Cost-cutting measures to maximize profits (d)Focusing on market penetration strategies
28. The common reason for new product failure in the Indian market is \_\_\_\_\_
- (a)Targeting niche markets (b)Underestimating competitors  
(c)Adhering strictly to traditional marketing methods (d)Offering unique value propositions
29. What is a common strategic intervention for managing the decline phase of the Product Life Cycle (PLC)?
- (a)Investing heavily in marketing and advertising (b)Implementing cost-cutting measures and focusing on niche markets  
(c)Introducing new product variations (d)Expanding distribution channels to new markets
30. Which of the following is an example of a product divestment strategy?
- (a)Launching a new product line (b)Increasing advertising expenditure for a product  
(c)Selling off or discontinuing underperforming products (d)Investing in new technology for product development

31. Product line consistency refers to \_\_\_\_\_

- (a) The range of prices within a product line
- (b) The similarity in function, quality, and target market across a product line
- (c) The number of products offered in a product line
- (d) The promotional strategies used for products in a line

32. Which strategy can help mitigate product cannibalization?

- (a) Launching new products that target the same market segment as existing products
- (b) Developing new products that serve different customer needs or market segments
- (c) Reducing the quality of existing products
- (d) Increasing the price of existing products

33. The primary purpose of product research is \_\_\_\_\_

- (a) To create advertising campaigns
- (b) To understand customer needs and preferences to develop successful products
- (c) To manage inventory levels
- (d) To determine pricing strategies

PART - B

(7 X 6 = 42)

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

34. (a) Explain the key characteristics that differentiate services from physical products.

[OR]

(b) Analyse the concept of a product mix and the strategic importance of product mix decisions.

35. (a) Enumerate the Role of Product managers.

[OR]

(b) Explain the importance of each stage of new product development process and how they contribute to the successful launch of a new product.

36. (a) Differentiate standardisation and adaptation.

[OR]

(b) Explain in detail the classification of new products.

37. (a) Give a detailed note on New product championing and venture teams in NPD.

[OR]

(b) Write short note on Organisation for NPD.

38. (a) Elaborate on Concept and process of product positioning.

[OR]

(b) Discuss about Brand image and Brand equity.

39. (a) Explain the strategies for different phases of PLC.

[OR]

(b) Elaborate on the new product success and failure in Indian Context.

40. (a) Explain new product development policy.

[OR]

(b) Give a short note on frequency, launch time and cannibalization mitigation.

N-1840

**ONLINE PROGRAMME EXAMINATIONS**  
**M.B.A. DEGREE EXAMINATION, MAY 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. An offering is aimed to reach customers without understanding their need and pushed hard is known as;  

(a)Marketing	(b)Segmenting
(c)Targeting	(d)Sales
2. Raw Materials, Labour, and source of funding represent which kind of market?  

(a)Basic	(b)Primary
(c)Secondary	(d)Resource
3. Re-branding and launching a product with different variation is more suitable to \_\_\_\_\_ stage of a PLC  

(a)Maturity	(b)Introduction
(c)Growth	(d)Decline
4. Which of the following is a popular technique of a NPD to source ideas from the potential consumers?  

(a)BCG Matrix	(b)Laddering
(c)Value Chain	(d)Johari Window
5. A company which work on host country dominant to reach its consumers through its offering is known as \_\_\_\_\_  

(a)Ethnocentric	(b)Polycentric
(c)Geocentric	(d)None of the above

6. Which of the following modes of entry into a foreign market involves the maximum commitment and risk?
- (a)Franchising (b)Direct Investment  
(c)Joint Ventures (d)Licensing
7. Transportation companies, independent warehouses, and advertising agencies assist in the distribution process but don't take title to goods or negotiate purchases or sales. This group of intermediaries are called collectively known as \_\_\_\_\_
- (a)Wholesalers (b)Facilitators  
(c)Agents (d)Distributors
8. What two intermediaries are typically found in a dual-level channel?
- (a)Two retailers (b)A wholesaler and a retailer  
(c)A manufacturer and a distributor (d)A dealer and a manufacturer
9. An Instagrammer whose travel videos are so popular that hotel chains and resorts "comp" her with free stays and other incentives would be considered an \_\_\_\_\_ -
- (a)Aspirational group (b)Dissociative group  
(c)Influencer (d)Brand leader
10. A person's "pattern of living in the world" refers to his or her \_\_\_\_\_
- (a)Attitude (b)Consumer Behavior  
(c)Lifestyle (d)Belief System

11. \_\_\_\_\_ is the level at which the product's primary characteristics operate.
- (a)Conformance Quality (b)Performance Quality  
(c)Expected Quality (d)Minimal Quality
12. A commodity offering that can't be meaningfully differentiated on the basis of the product itself or any associated services might still achieve differentiation through \_\_\_\_\_
- (a)Branding (b)Sales Channels  
(c)Financing (d)Reliability
13. During the \_\_\_\_\_ stage of a product's life cycle, sales show a downward drift and profits erode.
- (a)Introduction (b)Growth  
(c)Decline (d)Obsolescence
14. In addition to the functional domains of customer value, an offering can also have \_\_\_\_\_ value for buyers
- (a)Repeatable (b)Psychological  
(c)Validating (d)Financial
15. Service high in \_\_\_\_\_ qualities have characteristics that the buyer can evaluate before purchase
- (a)Privacy (b)Experience  
(c)Credence (d)Search

16. Services high in \_\_\_\_\_ qualities have characteristics that the buyer can evaluate after purchase.
- (a) Privacy (b) Experience  
(c) Credence (d) Search
17. When consumers examine products, they often compare an observed price to an internal price they remember. This is known as an \_\_\_\_\_ price.
- (a) Markup (b) Reference  
(c) Market-skimming (d) Accumulated
18. \_\_\_\_\_ price refers to what the consumers feel the product should cost.
- (a) Fair (b) Typical  
(c) Usual discounted (d) List
19. The objective of transfer pricing is to ensure which of the following;
- (a) Taxes Paid-Country of Residence (b) Taxes paid-in country of source  
(c) Taxes are not paid (d) Taxes are paid in jurisdiction where economic activity takes place
20. The transfer pricing provisions are intended to ensure that;
- (a) Profits are not understated (b) Expenses are not understated  
(c) Losses are not overstated (d) Both A & C

21. Which of the following is the first step in the process of personal selling?
- (a)Prospecting and qualifying (b)Sales pre-approach  
(c)Sales presentation (d)Unearthing objections
22. In which of the following stages of personal selling does a salesperson tell the product story to the buyer?
- (a)Pre-approach (b)Prospecting  
(c)Presentation (d)Closing
23. \_\_\_\_\_ aim to increase the attractiveness of an offering for the members of the distribution channel.
- (a)Push programs (b)Pull programs  
(c)Trade incentives (d)Consumer incentives
24. \_\_\_\_\_ are certificates that entitle the bearer to a stated saving on the purchase of a specific product.
- (a)Samples (b)Coupons  
(c)Rebates (d)Price packs
25. \_\_\_\_\_ are consumer promotion tools that provide a price reduction after purchase rather than at the retail shop.
- (a)Rebates (b)Cents-off deals  
(c)Price packs (d)Coupons

26. \_\_\_\_\_ describes activities whereby the company pays search engine companies to be featured in the results of particular keyword searches that serve as a proxy for the consumer's product or consumption interests.
- (a)Search Engine Marketing (SEM) (b)Search Marketing  
(c)Search Engine Optimization (SEO) (d)Paid search
27. Individual Web Pages or clusters of pages that function as supplements to a primary website are \_\_\_\_\_
- (a)Search Engine Optimization (b)Pay-Per-Click ads  
(c)Delighters (d)Microsites
28. Viral marketing efforts are driven more by the rules of \_\_\_\_\_ than by the rules of selling.
- (a)Marketing (b)Entertainment  
(c)E-commerce (d)Distraction
29. Which temporary retailing format is designed to create buzz?
- (a)Pop-up stores (b)Interactive stores  
(c)Experiential retailing (d)Non-store retailing
30. If the mechanical engineer in charge of production for a bicycle manufacturer asks the purchasing department to find a lighter grade of the steel used in the company's products, which type of purchase will this initiate?
- (a)Straight rebuy (b)Simple rebuy  
(c)Modified rebuy (d)New buy

31. In Walt Disney's Magic Kingdom, customers can visit a fairy kingdom, a pirate ship, or even a haunted house. Disney is marketing a (n) \_\_\_\_\_.  
 (a) Experience (b) Service  
 (c) Event (d) Organization
32. Consumers often choose and use brands that have a brand personality consistent with how they think others view them, also known as the \_\_\_\_\_ self-concept.  
 (a) Actual (b) Others'  
 (c) Ideal (d) Dual
33. IKEA has achieved global recognition by offering consumers leading-edge Scandinavian furniture at affordable prices. IKEA is delivering value to consumers who are \_\_\_\_\_ constrained.  
 (a) Money (b) Time  
 (c) Brand (d) Value

PART - B

(7 X 6 = 42)

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

34. (a) Explain the flow of marketing system with its good, services and system.  
 [OR]  
 (b) Discuss the process of development of an effective marketing strategy. Give suitable examples.
35. (a) Enumerate the factors involved in the consumer behaviour .  
 [OR]  
 (b) Explain the importance of Marketing Information System (MIS) for analysis and decision making.
36. (a) Discuss the process of aligning and bringing customer value based on their profile.  
 [OR]  
 (b) Define Positioning. Explain the crafting and communicating a suitable positioning strategy of a firm.
37. (a) Write a detailed note on different marketing channels with its objectives.  
 [OR]  
 (b) Explain the process of motivating channel members to sustain the performance.
38. (a) Define Transfer Pricing. Explain its objectives and applications.  
 [OR]  
 (b) Explain the steps involved in personal selling and its key principles.
39. (a) Explain the types of advertising with its merits and limitations.  
 [OR]  
 (b) Discuss the key features of Services and how it is different from products.
40. (a) Define Incentives. Explain the different types of sales incentives followed by international organizations.

[OR]

(b) Discuss the significance of international marketing environment in the current scenario.

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**ONLINE PROGRAMME EXAMINATIONS**  
**M.B.A. DEGREE EXAMINATION, MAY 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. Which of the following is the first phase of the strategic management process?  
(a)Environmental Scanning (b)Strategy Formulation  
(c)Strategy Evaluation (d)Strategy Implementation
2. Which of the following executes strategy into everyday execution tactics?  
(a)Goal setting (b)Technical planning  
(c)Operational planning (d)None of the above
3. Which of the following are responsible for formulating and developing realistic and attaining strategies?  
(a)Corporate-level and business-level managers (b)Corporate level, business level managers, and functional level managers  
(c)Corporate level and functional level managers (d)Functional managers and business-level managers
4. Which of the following areas should not be taken into consideration when formulating a retailer's promotional strategy?  
(a)The retailers' credit customers (b)The price level of the merchandise  
(c)Merchandise inventory levels (d)The retailer's net worth
5. The organization selects the best suitable alternative of all the alternatives generated in the earlier stage. This stage in the strategic management process is called as \_\_\_\_\_  
(a)Evaluation (b)Means  
(c)Ends (d)Beginning

6. Strategy formulation is primarily \_\_\_\_\_
- (a) Activity was undertaken to fulfill needs  
(b) An operational process  
(c) Profit-making activity  
(d) An intellectual process
7. Porter's Value Chain is essentially a tool for:
- (a) Identifying the competitive forces within an industry.  
(b) Advising firms on how to price their products.  
(c) Diagnosing and enhancing sources of competitive advantage within an organization.  
(d) Calculating what a firm is worth.
8. Characteristics of a business which makes it disadvantageous relative to competitors
- (a) Threats  
(b) Failure  
(c) Weakness  
(d) None of these
9. The national income, the manufacturing and service sector, capital or financial sector, investment, savings, etc., constitute the \_\_\_\_\_ environment.
- (a) Economic  
(b) Sociological  
(c) Micro  
(d) Political
10. Corporate strategy –
- (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 the above

11. Weaknesses are \_\_\_\_\_

- (a) Defective marketing
- (c) No patent rights

- (b) High capital cost
- (d) All the above

12. Functional strategies are sometimes called \_\_\_\_\_

- (a) Process Strategies
- (c) Corporate strategies

- (b) Operational strategies
- (d) Business-unit level strategies

13. The Primary benefit of restructuring is \_\_\_\_\_.

- (a) Cost Reduction
- (c) Employee Involvement

- (b) Increase morale
- (d) Increased number and organizational hierarchy

14. According to Porter, what is usually the most powerful of the five competitive forces?

- (a) Potential development of substitute products
- (c) Rivalry among existing firms

- (b) Bargaining power of buyers and suppliers
- (d) Potential entry of new competitors

15. \_\_\_\_\_ is implemented by redefining the business by adding the scope of business substantially increasing the efforts of the current business.

- (a) Expansion Strategy
- (c) Retrenchment Strategy

- (b) Differentiation Strategy
- (d) Cost Leadership Strategy

16. A business organization can redefine its business by divesting a major product line or market. This is supported by \_\_\_\_\_.
- (a)Combination Strategy (b)Growth Strategy  
(c)Incline Strategy (d)Retrenchment Strategy
17. Which of the following refers to a situation where a product generates high profits which can then be invested in developing new products?
- (a)Dogs (b)Question marks  
(c)Growth stage (d)Cash cows
18. The low-growth, low-share businesses in the BCG matrix are
- (a)Cows (b)Dogs  
(c)Cats (d)Question Marks
19. Hofer's product matrix is also known as:
- (a)GE Matrix (b)Sales matrix  
(c)Price matrix (d)Market evaluation matrix
20. A hotel industry business giant decides to enter the dairy business. In the context of Ansoff's Product-Market Growth Matrix, identify the type of growth strategies followed for the given case.
- (a)Market Development (b)Product Development  
(c)Market Penetration (d)Diversification

21. Marketing channels makes distribution simpler by reducing the number of transactions required to get products from manufacturers to consumers. This is called:
- (a)Forward integration (b)Sorting  
(c)Contact efficiency (d)Reciprocity
22. McDonald is an example of which structural arrangement in retail franchising?
- (a)Service sponsor- retailer (b)Manufacturer -Retailer  
(c)Wholesaler- Retailer (d)None of the above
23. Which statement is not a benefit of formulating a retail strategy?
- (a)A retailer is forced to study the legal, economic and (b)A retailer is shown how it can differentiate itself from  
competitive market competitors  
(c)Sales maximization is stress (d)All the above
24. Small grocery stores that re run by individuals or families and cater to their immediate neighborhood or locality
- (a)Brick-mortar stores (b)Mom-pop-stores  
(c)Departmental stores (d)Kirana stores
25. A retailer's commitment to a type of business and to a distinctive role in the market place is its:
- (a)Objectives (b)Retailing concept  
(c)Organizational mission (d)Image

26. A defines the company's business, its objectives, and its approach to reach those objectives.

(a)Mission statement

(b)Vision statement

(c)Planning statement

(d)Forecasting statement

27. \_\_\_\_\_ is a new tool for the systematic review of strategy by board members without directly involving themselves with the management of companies.

(a)Strategic review

(b)Strategic audit

(c)Management review

(d)Strategic planning

28. Food oriented store-based retail strategy.

(a)Convenience stores

(b)Traditional departments

(c)Membership clubs

(d)Discount stores

29. Corporate culture refers to:

(a)Company's values and beliefs

(b)Company's business principles

(c)Internal work environment

(d)All the above

30. Which of these basic questions should a vision statement answer?

(a)Where we are to go?

(b)Who are our competitors?

(c)What is our business?

(d)Why do we exist?

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31. In retailing there is a direct interaction with \_\_\_\_\_.

- (a) Producer
- (b) Customer
- (c) Wholesaler
- (d) All of these

32. Which products are produced and marketed by companies to many retailers?

- (a) National brands
- (b) Local brands
- (c) Unbranded
- (d) Commodities

33. Porter's generic strategies are:

- (a) Low price, differentiation, focus
- (b) Cost leadership, differentiation, cost focus, focus differentiation
- (c) Price leadership, differentiation, focus
- (d) Low cost, differentiation, focus differentiation

PART - B

(7 X 6 = 42)

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

34. (a) Explain the key stages involved in the strategic management process.

[OR]

(b) Detail the significance of retail strategists in developing effective retail strategies.

35. (a) Discuss the importance of conducting internal appraisal during the strategy formulation process.

[OR]

(b) Provide a detailed explanation of the components that make up a Balanced Scorecard.

36. (a) Outline the sequential steps used to identify critical success factors within an organization.

[OR]

(b) Elaborate on the various categories of corporate level strategies commonly employed by businesses.

37. (a) Discuss the significance of core competency for a company and explain why it is crucial for sustainable competitive advantage.

[OR]

(b) Outline the advantages and benefits that companies can derive from engaging in corporate restructuring.

38. (a) Describe the different strategic options presented in the McKinsey Matrix and how they can be utilized for strategic decision-making.

[OR]

(b) Explain the components of the Ansoff Matrix and provide examples of its application in strategic planning.

39. (a) Highlight the key characteristics and elements that define a successful retail strategy.

[OR]

(b) Provide an overview of the various types and models of retail businesses that exist in the market.

40. (a) Elaborate on the importance of conducting strategy audits and how they help organizations in assessing the effectiveness of their strategic plans.

[OR]

- (b) Discuss the different techniques and methods available for evaluating and measuring the success of strategic initiatives within a company.

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