

N-3119

COURSE CODE

205433B1

ONLINE PROGRAMME EXAMINATIONS
M.B.A. (G) DEGREE EXAMINATION, MAY 2026
Second Year - Third Semester
M.B.A. (GENERAL)
MARKETING OF SERVICES
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

(33 X 1 = 33)

PART - A

Answer **all** the questions.

1. Which one of the following is not a classification of services?

(a) Consumer services	(b) Industrial services
(c) Government services	(d) Agricultural services

2. In services marketing, the term “inseparability” refers to

(a) Services being inexpensive	(b) Production and consumption occurring simultaneously
(c) Services being difficult to store	(d) Consumers owning the product

3. Segmentation helps in

(a) Minimizing profits	(b) Offering the same service to all
(c) Targeting specific customer groups	(d) Avoiding market research

4. Which is a basis for service market segmentation?

(a) Asset ownership	(b) Psychographics
(c) Furniture type	(d) Trade unions

5. Mission statements in service marketing should be

(a) Product-centric	(b) Competitor-focused only
(c) Clear and customer-focused	(d) Profit-oriented only

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6. Which of the following is not a stage in the service marketing planning process?
- (a) Situation analysis (b) Strategy formulation
(c) Ignoring customer needs (d) Implementation
7. Differentiation in services is achieved through
- (a) Uniform pricing (b) Unique delivery methods
(c) Limited promotions (d) Copying competitors
8. Levels of positioning include all except
- (a) Brand positioning (b) Price positioning
(c) Staff positioning (d) Service positioning
9. Positioning helps to
- (a) Reduce customer choices (b) Confuse customers
(c) Establish a place in the customer's mind (d) Eliminate competition
10. The consideration in repositioning includes
- (a) Customer feedback (b) Internal employee data only
(c) Ignoring service quality (d) Random logo changes

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11. The pricing of services is difficult due to

- (a) Low demand
- (c) Government control

- (b) Lack of physical product
- (d) Employee issues

12. Service location strategy involves

- (a) Staff placement
- (c) Product shelf placement

- (b) Convenient and accessible service points
- (d) Factory zoning

13. Which one is a key challenge in service promotion?

- (a) Limited stock
- (c) Communicating value of an intangible

- (b) Tangibility
- (d) Manufacturing delays

14. Developing a marketing mix strategy for services should begin with

- (a) Customer expectations and needs
- (c) Internal HR needs

- (b) Budget approval
- (d) IT infrastructure

15. Marketing strategy formulation includes

- (a) Employee motivation
- (c) SWOT analysis and goal setting

- (b) Budget allocation only
- (d) Daily sales reports

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16. Monitoring in service marketing is essential to

- (a) Delay feedback
- (b) Avoid reports
- (c) Ensure strategy effectiveness
- (d) Increase errors

17. Service quality influences

- (a) Market monopoly
- (b) Legal compliance only
- (c) Office infrastructure
- (d) Customer satisfaction and loyalty

18. Customer expectations are shaped by

- (a) Competitors only
- (b) Personal needs and past experiences
- (c) Company mission
- (d) Inventory levels

19. Tangibility can be added to services by

- (a) Ignoring customer needs
- (b) Providing tangible cues like ambiance
- (c) Increasing costs
- (d) Offering more staff

20. Which strategy helps in customer retention?

- (a) One-time discounts
- (b) Lack of communication
- (c) Consistent service quality
- (d) Limited access

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21. Hotel service marketing must focus on

- (a) Low-cost materials
- (c) Outsourcing vendors

- (b) Repeat guest satisfaction
- (d) Employee union needs

22. Which one is a feature of tourism service marketing?

- (a) Virtual goods
- (c) Intangible and perishable services

- (b) Repeatable production process
- (d) High inventory cost

23. Entertainment service marketing requires

- (a) Mass production methods
- (c) Ignoring feedback

- (b) Constant innovation
- (d) Standardization

24. Education marketing focuses on

- (a) Fixed cost reduction
- (c) Product packaging

- (b) Course design and student engagement
- (d) Machine learning only

25. Bank marketing success depends on

- (a) Building long-term trust
- (c) Advertising loans only

- (b) Physical ATM machines only
- (d) Product diversification

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26. A challenge in telecommunication services marketing is
- (a) Too much product tangibility
 - (b) Service reliability and network issues
 - (c) Overproduction
 - (d) Labour cost
27. Transport services are mostly marketed based on
- (a) Speed, reliability, and safety
 - (b) Location only
 - (c) Packaging design
 - (d) Brand ambassador
28. Legal barriers in consultancy service marketing can be
- (a) Limited staff
 - (b) Lack of market research
 - (c) Professional licensing and compliance rules
 - (d) Office rent
29. Which of the following is an example of a pure service?
- (a) Restaurant meal
 - (b) Car repair
 - (c) Legal advice
 - (d) Packaged tour
30. Differentiation strategy in services is used to
- (a) Merge companies
 - (b) Create pricing advantages
 - (c) Decrease service value
 - (d) Establish a unique market position

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31. Monitoring the service marketing plan helps in
- (a) Ensuring compliance with strategic goals
(c) Creating competition
- (b) Avoiding employee training
(d) Reducing costs only
32. Experiential marketing is most important in
- (a) Hospital administration
(c) Educational seminars
- (b) Tourism services
(d) Construction marketing
33. The most common pitfall in entertainment service marketing is
- (a) Lack of creativity
(c) Free giveaways
- (b) Excessive budgeting
(d) Employee dissatisfaction

PART - B

(7 X 6 = 42)

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

34. (a) Explain different types of services with suitable examples.
- [OR]
- (b) Explain the components of service marketing environment and their influence on service strategy.
35. (a) Discuss the various strategic approaches used in service marketing planning.
- [OR]
- (b) Describe the evolution of service positioning with reference to different levels.
36. (a) Explain the factors to be considered while repositioning a brand.
- [OR]
- (b) Pricing and place strategies differ in service marketing compared to product marketing. Elucidate.
37. (a) Explain how service firms develop an integrated marketing communication strategy.
- [OR]
- (b) Discuss the steps involved in formulating a service marketing plan and its execution.
38. (a) Explain the impact of customer-focused service design on service quality perception.
- [OR]
- (b) Explain the importance of intangibility and how it affects service delivery and pricing.
39. (a) Discuss the service marketing strategies adopted by the hotel industry.
- [OR]
- (b) Discuss the key elements to be considered while marketing educational services.
40. (a) Explain the challenges faced in marketing banking services.
- [OR]

(b) Discuss the functions and business scope of consultancy services marketing.

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N-3122**COURSE CODE****205434B2**

ONLINE PROGRAMME EXAMINATIONS
M.B.A. (G) DEGREE EXAMINATION, MAY 2026
Second Year - Third Semester
M.B.A. (G)
PROMOTIONAL MANAGEMENT
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

(33 X 1 = 33)

PART - A

Answer **all** the questions.

1. A promotional objective that aims to create brand awareness belongs to:

(a) Informative promotion	(b) Persuasive promotion
(c) Reminder promotion	(d) Direct promotion

2. Public relations in the promotion mix focuses on:

(a) Immediate sales	(b) Paid advertisements
(c) Building a positive image of the brand	(d) Packaging

3. Creating and sharing brand content on Instagram is best classified as:

(a) Public relations	(b) Digital/social media marketing
(c) Trade promotion	(d) Personal selling

4. The manager responsible for coordinating all elements of the promotion mix is often called the:

(a) Brand custodian	(b) Chief communications officer (CCO)
(c) Media planner	(d) Sales territory head

5. A persuasive advertising objective aims to:

(a) Introduce a product	(b) Offer refunds
(c) Convince customers to choose a brand	(d) Show warranty terms

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6. Advertising appropriation refers to:

- (a) Allocating production space
- (c) Budgeting funds for advertising

- (b) Setting up promotion departments
- (d) Approving celebrity contracts

7. Persuasive advertising aims to:

- (a) Inform about company history
- (c) Announce policy changes

- (b) Encourage action and influence attitudes
- (d) Report customer feedback

8. The process of creating the text and visual content of an ad is called:

- (a) Pricing
- (c) Demand forecasting

- (b) Copy development
- (d) Target segmentation

9. Storyboarding is a technique used in producing:

- (a) Magazine ads
- (c) TV and video commercials

- (b) Newspaper classifieds
- (d) Outdoor banners

10. Emotional appeal in a message strategy aims to:

- (a) Present data
- (c) List product specifications

- (b) Trigger customer feelings
- (d) Compare prices

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11. Print media in India is strong primarily due to:

- (a) High internet penetration
- (c) Lack of awareness

- (b) Multilingual newspaper circulation
- (d) Monopoly of news channels

12. Outdoor advertising is most effective for:

- (a) Long explanations
- (c) Audio-based storytelling

- (b) Mass visual exposure in public spaces
- (d) Targeted rural markets

13. The DAGMAR model is used to:

- (a) Evaluate employees
- (c) Design logos

- (b) Develop and assess advertising goals
- (d) Manage warehouse stock

14. Which of the following is important in media buying?

- (a) Scriptwriting
- (c) Cost per impression (CPI) and target audience reach

- (b) Sound engineering
- (d) Product pricing strategy

15. A company participating in a community clean-up drive is an example of:

- (a) Public relations activity
- (c) Product development

- (b) Sales promotion
- (d) Brand repositioning

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16. External publics include:

- (a) Shareholders and staff
- (b) Employees only
- (c) Customers, media, and government
- (d) HR department

17. Direct marketing is especially effective in India due to:

- (a) Low literacy levels
- (b) Lack of mobile users
- (c) Expensive labour cost
- (d) A large population with increasing digital access

18. One major role of PR in event marketing is to:

- (a) Stop customer reviews
- (b) Design products
- (c) Generate positive media coverage and goodwill
- (d) Reduce brand reach

19. Trade promotion is aimed at:

- (a) Final consumers
- (b) Competitors
- (c) Wholesalers and retailers
- (d) Advertising agencies

20. Which of the following is an example of a sales promotion activity?

- (a) Product warranty
- (b) Discount coupons
- (c) Customer feedback form
- (d) Company annual report

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21. The primary goal of personal selling is to:

- (a) Reach a large number of people quickly
- (c) Increase product shelf life

- (b) Design advertisements
- (d) Build long-term relationships and close sales

22. The effectiveness of a salesperson is usually measured through:

- (a) Monthly sales target achievement
- (c) Advertising expenses

- (b) Number of Facebook followers
- (d) Customer complaints

23. Selection in personal selling involves:

- (a) Only background checks
- (c) Screening, testing, and interviewing candidates

- (b) Hiring based on age
- (d) Product testing

24. One major emerging trend in personal selling is:

- (a) Face-to-face selling only
- (c) Use of social media and virtual selling platforms

- (b) Product bundling
- (d) Ignoring customer analytics

25. Which of the following is a key base for evaluating a promotional campaign?

- (a) Return on promotional investment (ROPI)
- (c) Price of raw material

- (b) Increase in stock levels
- (d) Number of factory employees

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26. A major quantitative measure used in promotion evaluation is:

- (a) Brand personality
- (b) Sales volume before and after campaign
- (c) Employee behaviour
- (d) Advertisement colour scheme

27. Legislation regarding promotional activities is important because:

- (a) It helps increase product shelf life
- (b) It prevents unethical and misleading advertising
- (c) It reduces taxes
- (d) It promotes monopolies

28. Advertisements targeting women should:

- (a) Promote stereotypes
- (b) Objectify them for attention
- (c) Be respectful, empowering, and truthful
- (d) Use them only for fashion ads

29. The purpose of media selection is to:

- (a) Choose the most cost-effective and impactful media
- (b) Select a location for an office channel
- (c) Recruit celebrities
- (d) Decide staff uniforms

30. Which media has the widest rural reach in India historically?

- (a) Cinema
- (b) Print newspapers
- (c) Internet
- (d) Television

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31. Which of the following is used to appraise a salesperson's performance?

(a) Television TRPs

(b) Sales target achievement

(c) Brand recall

(d) Ad view count

32. The main objective of sales promotion is to:

(a) Replace advertising

(b) Increase long-term customer loyalty

(c) Stimulate immediate buying behaviour

(d) Improve product quality

33. Public relations, advertising, and sales promotion are examples of:

(a) Promotional tools

(b) Accounting techniques

(c) HR policies

(d) Distribution systems

PART - B

(7 X 6 = 42)

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

34. (a) Without clear promotional objectives, marketing campaigns may fail." – Discuss this statement with relevant examples.

[OR]

(b) Explain any three commonly used methods for setting a promotional budget. Highlight their merits and demerits.

35. (a) Compare and contrast the 'Percentage-of-Sales' and 'Objective-and-Task' methods of advertising appropriation. Which one is more effective, and why?

[OR]

(b) List any three Indian advertising agencies and describe their contributions or notable campaigns that have impacted Indian advertising.

36. (a) How is the effectiveness of an advertisement evaluated? Describe any methods or tools used for evaluating message impact.

[OR]

(b) Explain the steps involved in media planning. How do reach and frequency impact media selection?

37. (a) What are the major methods used to measure advertising effectiveness? Explain with examples.

[OR]

(b) Differentiate between public relations and publicity. Give examples to support your answer.

38. (a) Discuss the role of public relations and publicity (PR&P) in building corporate image during events. Support your answer with examples.

[OR]

(b) How do consumer, trade, and sales force promotion strategies differ? Describe with examples for each category.

39. (a) Explain the major steps involved in the personal selling process. How does each step contribute to closing a sale?

[OR]

- (b) Why is it important to match the right salesperson to the right territory? Discuss with examples.

40. (a) Imagine you are launching a new product. Which promotional tool would you prioritize and how would you evaluate its effectiveness after launch?

[OR]

- (b) How should advertisers approach promotions targeted at women? Suggest three ethical considerations with examples.

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COURSE CODE

205435B3

ONLINE PROGRAMME EXAMINATIONS
M.B.A. (GENERAL) DEGREE EXAMINATION, MAY 2026
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. 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

2. Strategic intervention in PLC refers to:

(a) Reducing employee size

(b) Launching promotional offers and product variants

(c) Reducing production

(d) Ignoring market trends

3. Product portfolio strategy involves:

(a) Tax planning

(b) Managing and balancing different products in the portfolio

(c) Hiring consultants

(d) Inventory control

4. 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

5. A financial product is:

(a) Insurance or mutual fund

(b) Milk or bread

(c) Furniture

(d) Machinery

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

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

7. 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

8. 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

9. 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

10. 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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11. Brand extension means:

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

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

12. Brand equity is built over time through:

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

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

13. Packaging trends in modern marketing focus on:

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

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

14. Introduction phase of PLC involves:

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

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

15. 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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16. Product consistency refers to:

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

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

17. 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

18. 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

19. Top management in NPD is responsible for:

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

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

20. 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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21. Modular design allows:

- (a) Heavy customization at low cost
- (c) Single-use packaging

- (b) Uniform product sizes
- (d) Seasonal launches

22. Product mix decisions involve:

- (a) Financial auditing

- (b) Choosing which products to sell and how to position them

- (c) Plant shutdown

- (d) Tax filing

23. Brand valuation refers to:

- (a) Calculating asset depreciation
- (c) Determining quality of ads

- (b) Determining the financial worth of a brand
- (d) Legal brand rights

24. Which of the following is not a product classification?

- (a) Durable goods
- (c) Commodities

- (b) Services
- (d) Guarantees

25. Product line decisions involve all except:

- (a) Product mix decisions
- (c) Employee retention

- (b) Product elimination
- (d) Product modification

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26. What is a major responsibility of a product manager?

- (a) Managing HR policies
- (b) Overseeing operations
- (c) Coordinating product development
- (d) Supervising accounting

27. What is the first step in new product development?

- (a) Business analysis
- (b) Feasibility testing
- (c) Idea generation
- (d) Commercialization

28. Reverse engineering means:

- (a) Studying failed products
- (b) Designing from scratch
- (c) Copying and improving existing products
- (d) Creating complex systems

29. In the Indian context, which factor leads to product launch failure?

- (a) High advertising spend
- (b) Lack of test marketing
- (c) Excessive innovation
- (d) Reverse engineering

30. A new product champion is someone who:

- (a) Approves budgets
- (b) Monitors stock
- (c) Advocates and drives the development of a new product
- (d) Rejects new ideas

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31. The 7S Framework in NPD does not include:

- | | |
|-------------|--------------|
| (a)Strategy | (b)Structure |
| (c)Safety | (d)Systems |

32. What is product positioning?

- | | |
|---------------------------------------|--|
| (a)The physical placement of products | (b)Differentiating the product in the minds of consumers |
| (c)Packaging design | (d)Production scheduling |

33. Which of the following influences brand equity the most?

- | | |
|-------------------|-------------------|
| (a)Employee count | (b)Brand image |
| (c)Plant location | (d)Product weight |

PART - B

(7 X 6 = 42)

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

34. (a) Differentiate between product vs. service and product vs. commodity with suitable illustrations.

[OR]

(b) What is product differentiation and how does it help in gaining competitive advantage?

35. (a) Explain the organization structure of product management and the role of a product manager.

[OR]

(b) What are the key factors to be considered while designing a new product?

36. (a) Explain the concepts of modular design and reverse engineering with applications in product innovation.

[OR]

(b) How would you classify new products? Explain with suitable examples.

37. (a) What is the role of new product champions and venture teams in product development?

[OR]

(b) Explain the 7S framework and its relevance in developing a new product.

38. (a) What is brand positioning? Explain the types and strategies of product branding and brand extension.

[OR]

(b) Explain the role of packaging in marketing strategy. What are the recent trends in packaging?

39. (a) Discuss functional management strategies applicable to various phases of the PLC.

[OR]

(b) Analyse the reasons for new product success and failure in the Indian context.

40. (a) Discuss product development policies and explain the concept of product line consistency.

[OR]

(b) Define product research. Discuss its components and various areas of application.

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N-3127**COURSE CODE****205441**

ONLINE PROGRAMME EXAMINATIONS
M.B.A (GENERAL) DEGREE EXAMINATION, MAY 2026
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 production system is best suited for customized one-off products?
(a) Batch production (b) Mass production
(c) Job production (d) Continuous production
2. Operations Management is mainly concerned with:
(a) Financial decisions (b) Resource utilization
(c) Sales promotion (d) Packaging
3. Which manufacturing system uses assembly lines extensively?
(a) Batch (b) Job
(c) Mass (d) Project
4. Industrial Engineering focuses on:
(a) Selling techniques (b) Optimizing processes and systems
(c) Market forecasting (d) HR policy
5. Which of the following is not a principle of the Toyota Production System?
(a) Overproduction (b) Respect for people
(c) Just In Time (d) Continuous improvement

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6. Automation in production aims to:

(a) Increase labour cost

(c) Increase human intervention

(b) Reduce process efficiency

(d) Improve accuracy and productivity

7. The main goal of capacity planning is to:

(a) Reduce financial cost

(c) Match production output with demand

(b) Improve marketing efforts

(d) Increase product variety

8. A key output of Capacity Requirement Planning (CRP) is:

(a) Safety stock

(c) Marketing strategy

(b) Capacity overload report

(d) Brand report

9. Facility location decisions are long-term and affect:

(a) Customer base

(c) Inventory cycle

(b) Advertising

(d) Factory performance and cost

10. Which is not a key factor in selecting plant location?

(a) Proximity to markets

(c) Cultural beliefs

(b) Raw material availability

(d) Infrastructure availability

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11. Assembly line is mostly used in:

- (a) Automobile industry
- (c) Furniture production

- (b) Hospital operations
- (d) Tailoring

12. Work study includes:

- (a) Product pricing
- (c) Time and motion study

- (b) Budget forecasting
- (d) Manpower planning

13. Which process planning method helps visualize flow?

- (a) Process sheet
- (c) Invoice

- (b) Flow chart
- (d) Gantt Chart

14. Plant layout helps in:

- (a) Reducing material handling
- (c) Designing salaries

- (b) Planning marketing strategy
- (d) Increasing wage cost

15. The best layout for hospitals and job shops is:

- (a) Product layout
- (c) Process layout

- (b) Fixed layout
- (d) Cellular layout

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16. A good plant layout avoids:

- (a) High material movement
- (c) Bottlenecks

- (b) Poor space utilization
- (d) All of the above

17. The primary objective of production planning is:

- (a) Cost minimization
- (c) Resource allocation

- (b) To ensure smooth production flow
- (d) Output maximization

18. Forecasting techniques are mainly classified into:

- (a) Qualitative and Quantitative
- (c) Manual and Automatic

- (b) Operational and Strategic
- (d) Weekly and Monthly

19. What is the purpose of Master Production Schedule (MPS)?

- (a) Sales tracking
- (c) Establishing what to produce and when

- (b) Production forecasting
- (d) Budget planning

20. Which tool is used in Material Requirement Planning?

- (a) SWOT
- (c) Ledger

- (b) Gantt Chart
- (d) Bill of Materials

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21. Just-In-Time (JIT) helps in reducing:

- (a) Worker wages
- (c) Machine breakdown

- (b) Inventory levels
- (d) Sales cost

22. Lean production eliminates:

- (a) Waste in processes
- (c) Machine use

- (b) Essential steps
- (d) Idle time

23. Embedded systems in manufacturing are used for:

- (a) Drawing cartoons
- (c) HR hiring

- (b) Automated control
- (d) Tax returns

24. Preventive maintenance is carried out:

- (a) After breakdown
- (c) During customer complaint

- (b) End of year
- (d) Before failure

25. TPM stands for:

- (a) Total Product Management
- (c) Total Productive Maintenance

- (b) Total Preventive Maintenance
- (d) Timely Preventive Mechanism

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26. Acceptance sampling is a part of:

- (a) Quality control
- (c) Pricing

- (b) Cost audit
- (d) Sales review

27. The control chart for variables includes:

- (a) p-chart
- (c) \bar{X} and R chart

- (b) c-chart
- (d) u-chart

28. 6σ (Six Sigma) is a:

- (a) Marketing tool
- (c) HR policy

- (b) Quality improvement methodology
- (d) Product packaging method

29. TQM stands for:

- (a) Total Quick Manufacturing
- (c) Technical Quality Model

- (b) Total Quality Machinery
- (d) Total Quality Management

30. Inventory turnover ratio measures:

- (a) Wages to sales
- (c) Efficiency in inventory usage

- (b) Raw material cost
- (d) Defect rate

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31. EOQ stands for:

- | | |
|-------------------------------|--------------------------|
| (a)Economic Order Quantity | (b)Equal Order Quantity |
| (c)Economic Outsourcing Quota | (d)Efficient Order Queue |

32. Backordering means:

- | | |
|-----------------------------|--------------------------|
| (a)Order cancellation | (b)Order duplication |
| (c)Delayed order fulfilment | (d)Just-in-time delivery |

33. Simulation is useful in:

- | | |
|--------------------|-----------------------------|
| (a)HR training | (b)Modeling complex systems |
| (c)Email marketing | (d)Tax computation |

PART - B

(7 X 6 = 42)

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

34. (a) Explain the strategic importance of production and operations management in modern business.

[OR]

(b) Differentiate between manufacturing and service operations with examples.

35. (a) Explain the features and advantages of batch production system.

[OR]

(b) Discuss the role of industrial engineering and OR in improving production efficiency.

36. (a) Describe how automation improves operational efficiency in production systems.

[OR]

(b) Explain the major components and significance of the Toyota Production System (TPS).

37. (a) Describe the steps involved in capacity requirement planning (CRP) for a service organization.

[OR]

(b) Discuss the types of capacity and their implications for operations strategy.

38. (a) Explain the facility design process and the importance of location flexibility.

[OR]

(b) What are the characteristics of different production processes? Illustrate with examples.

39. (a) Explain the significance of work study in production. What are the main steps involved?

[OR]

(b) Describe any two forecasting methods used in aggregate production planning.

40. (a) Discuss the concept of Statistical Quality Control (SQC). Explain control charts and its uses.

[OR]

(b) What is Total Quality Management (TQM)? Explain its key principles and relevance to modern manufacturing.

N-3127

N-3131**COURSE CODE****205442B1**

ONLINE PROGRAMME EXAMINATIONS
M.B.A. DEGREE EXAMINATION, MAY 2026
Second Year - Fourth Semester
M.B.A. (GENERAL)
INTERNATIONAL MARKETING
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

(33 X 1 = 33)

PART - A

Answer **all** the questions.

1. What is marketing mainly focused on?

(a) Increasing prices

(b) Customer satisfaction

(c) Cutting costs

(d) Import restrictions

2. The marketing environment includes which of the following elements?

(a) Internal and external factors

(b) Only legal factors

(c) Product pricing

(d) Just advertising platforms

3. A feature of the marketing concept Focus on:

(a) Profit only

(b) Customer needs

(c) Ignoring competitors

(d) Selling what is produced

4. The process of dividing a market into distinct groups of buyers is called:

(a) Targeting

(b) Positioning

(c) Segmentation

(d) Forecasting

5. Which of the following is a key activity in new product development?

(a) Import restrictions

(b) Product elimination

(c) Sales reporting

(d) Idea generation

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6. What is the first stage of the Product Life Cycle (PLC)?
- (a)Growth (b)Maturity
(c)Introduction (d)Decline
7. The regio-centric approach focuses on:
- (a)Individual countries (b)The world as a single market
(c)Domestic marketing only (d)Regional groups of countries
8. Which approach assumes that what works at home will work abroad?
- (a)Ethnocentric (b)Geocentric
(c)Regiocentric (d)Polycentric
9. Indirect channels include:
- (a)Only local sellers (b)Use of intermediaries like agents and retailers
(c)Social media only (d)Manufacturer selling to customer directly
10. Which of the following is a type of international intermediary?
- (a)Foreign retailer (b)Central bank
(c)Local customer (d)Export agent

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11. Distribution mix refers to a combination of

- (a) Pricing strategies used in distribution of products
- (b) Tools used for promotion
- (c) Direct and indirect channels used to distribute products
- (d) Currency exchange tools

12. Which factor influences international consumer behaviour the most?

- (a) Personal tastes only
- (b) Cultural differences
- (c) Weather conditions
- (d) Tax rates

13. Which of the following is a model of consumer behaviour?

- (a) Maslow's Hierarchy of Needs
- (b) Porter's Five Forces
- (c) SWOT analysis
- (d) BCG Matrix

14. A strategy focused on introducing a new product to a new market is called:

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

15. A company releasing different products under one brand name is practicing:

- (a) Brand extension
- (b) Market segmentation
- (c) Product elimination
- (d) Price skimming

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16. The maturity stage of PLC in global markets is marked by:

- (a) Falling profits
- (b) Low sales
- (c) Stable sales and high competition
- (d) No marketing required

17. The purpose of product positioning is to:

- (a) Increase production to sell in the market
- (b) Attract investors
- (c) Establish a clear product image in a specific market segment
- (d) Reduce branding costs

18. A key challenge in service marketing is:

- (a) Managing customer experience and quality
- (b) Managing the product shelf life
- (c) Pricing the raw materials
- (d) Standardizing packaging

19. One of the main objectives of branding is to:

- (a) Increase competition
- (b) Confuse consumers
- (c) Create product identity and loyalty
- (d) Increase shelf space

20. Nature of services includes:

- (a) Physical presence
- (b) Tangible storage
- (c) Uniform pricing
- (d) Inseparability from provider

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21. What is dumping in international trade?

- (a) Selling goods in a foreign market at a price lower than the home market or below cost
(b) Selling goods at high prices in abroad than the home market or high cost
(c) Selling of expired date goods in abroad at a lower price
(d) Destroying defective goods

22. International pricing strategies are mainly influenced by:

- (a) Political parties, intermediates
(b) Consumer age, income, culture
(c) Costs, competition, and market conditions
(d) Number of employees, salary, expenses

23. One of the most commonly used international payment methods is:

- (a) Cash in hand
(b) Letter of Credit (L/C)
(c) Pay on delivery
(d) Postal order

24. A major goal of sales promotion is to:

- (a) Increase long-term brand image only
(b) Attract investors
(c) Boost short-term customer demand
(d) Reduce advertising costs

25. A major goal of sales promotion is to:

- (a) Increase long-term brand image only
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(c) Boost short-term customer demand
(d) Reduce advertising costs

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26. Which of the following is not an advertising medium?

(a) Direct selling

(b) Newspaper

(c) Television

(d) Internet

27. The main purpose of a Marketing Information System is to:

(a) Store physical products

(b) Collect, analyze, and distribute marketing data

(c) Handle advertising budgets only

(d) Track employee performance

28. Which of the following is not a typical element of an IMC strategy?

(a) Public relations

(b) Direct marketing

(c) Operations management

(d) Personal selling

29. One of the roles of international MIS is to:

(a) Monitor and analyze global market trends

(b) Automate factory operations

(c) Handle product packaging

(d) Increase factory size

30. The choice of distribution channel depends on all of the following except:

(a) Nature of the product

(b) Legal environment

(c) Target market characteristics

(d) Manager's personal interest

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31. Export agents are:

- | | |
|---|--|
| (a) Logistics managers who handle warehouse operations | (b) Marketing researchers analysing international trends |
| (c) Representatives who act on behalf of exporters in foreign markets | (d) Designers creating export product labels |

32. Marketing research in international marketing helps to:

- | | |
|---|---|
| (a) Avoid customer preferences, competition and market size | (b) Understand market size, competition, and customer preferences |
| (c) Reduce product quality and increase the price | (d) Ignore local trends, market size and competitors |

33. A flexible channel strategy is important because:

- | | |
|--|--------------------------------------|
| (a) It avoids spending on structure and behaviour | (b) Global markets are static |
| (c) International markets vary widely in structure and behaviour | (d) It reduces taxes on the products |

PART - B

(7 X 6 = 42)

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

34. (a) Explain the core functions of marketing with suitable examples.

[OR]

(b) Explain the process and importance of market segmentation in global marketing strategy.

35. (a) Explain the features and objectives of international marketing.

[OR]

(b) Discuss the key factors influencing international channel development and channel decisions.

36. (a) Explain any two theories or model of consumer behaviour and its relevance in international business.

[OR]

(b) What are the key stages in new product planning and development? Explain briefly.

37. (a) Differentiate between national and international products with examples.

[OR]

(b) Explain the meaning and functions of packaging in global marketing.

38. (a) Discuss various pricing strategies used in international markets with examples.

[OR]

(b) Explain different methods of financing and payment used in international trade, including the role of credit systems.

39. (a) What is the significance of trade fairs and overseas product exhibitions in international marketing?

[OR]

(b) What is a Marketing Information System (MIS)? Explain its components and role in international marketing.

40. (a) Define distribution mix. What are the key components involved in international distribution?

[OR]

(b) Explain channel adaptation. Why is it important in global marketing strategies?

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N-3133**COURSE CODE****205444B3**

ONLINE PROGRAMME EXAMINATIONS
M.B.A. DEGREE EXAMINATION, MAY 2026
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. The mission of a retail business focuses on:
 - (a) Tax planning
 - (b) Day-to-day budgeting
 - (c) The present purpose and values of the organization
 - (d) Future market share

2. Strategic planning helps a retail firm:
 - (a) Anticipate future challenges and allocate resources
 - (b) Manage staff payroll
 - (c) Increase shelf space
 - (d) Focus on current sales only

3. Strategic intent in retail business refers to:
 - (a) Day to day operations
 - (b) A desire to outperform competitors
 - (c) Retail store layout
 - (d) Product labelling

4. A symbiotic relationship between strategy and retail success implies:
 - (a) Retailers operate independently
 - (b) Success drives strategy only
 - (c) They support and influence each other
 - (d) Strategy always leads to loss

5. The key benefit of aligning retail strategy with business model is:
 - (a) Greater tax savings
 - (b) Higher short-term sales only
 - (c) More product displays
 - (d) Enhanced long-term growth and competitiveness

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6. Strategic retail success can be measured by:

- (a) Only profit margins, no customer satisfaction
- (c) Number of retail outlets alone

- (b) Customer satisfaction, market share, and innovation
- (d) Sales tax collected

7. Internal appraisal in strategy formulation helps in:

- (a) Understanding the firm's strengths and weaknesses
- (c) Auditing accounts of the firm

- (b) Analyzing competitors of the firm only
- (d) Filing legal documents of the firm

8. A strategic edge can be gained through:

- (a) Weak internal communication
- (c) Unique capabilities and resources

- (b) Untrained staff
- (d) High turnover rates

9. Strategy formulation is part of:

- (a) Tactical decision-making
- (c) Accounting policies

- (b) Strategic planning process
- (d) Sales procedures

10. Which of the following is not a component of PESTLE?

- (a) Cultural
- (c) Environmental

- (b) Technological
- (d) Political

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11. The Balanced Scorecard includes which of the following perspectives?

- (a) Customer, Internal Process, Learning & Growth, Financial
(b) HR, Legal, Logistics, Taxation
(c) Only Financial
(d) Inventory, Technology, Packaging

12. Non-financial analysis includes:

- (a) Measuring profit margins and revenue
(b) Calculating return on investment (ROI)
(c) Customer satisfaction and employee performance
(d) Verifying financial statements and conducting audits

13. A company's strengths refer to:

- (a) Internal capabilities that provide an advantage
(b) Government policies
(c) Market fluctuations
(d) Competitor analysis

14. Core competencies are:

- (a) Outsourced skills
(b) Capabilities that differentiate a firm strategically
(c) Routine administrative work
(d) Basic employee tasks

15. Profiling competencies involves assessing:

- (a) Only financial records
(b) Employee daily attendance
(c) Key skills and resources critical to performance
(d) Competitor's revenue

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16. Which of the following is a functional-level strategy?

- (a) Improving employee productivity
- (c) Acquiring a new business

- (b) Entering a foreign market
- (d) Creating a holding company

17. Employee strategies focus on:

- (a) Customer service
- (c) Workforce planning and development

- (b) Cost reduction
- (d) Buying stocks

18. The key risk of a cost leadership strategy is:

- (a) Too much employee involvement
- (c) Market segmentation failure

- (b) Imitation by competitors
- (d) Brand overexposure

19. Differentiation strategy can fail if:

- (a) Brand is too strong
- (c) Buyers do not perceive uniqueness

- (b) Cost is too low
- (d) There are no competitors

20. Expansion strategy focuses on:

- (a) Growth and market development
- (c) Cost cutting

- (b) Downsizing
- (d) Employee training only

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21. A joint venture is:

- (a) A short-term loan between banks
- (b) A partnership where between firms create a separate business entity
- (c) A licensing agreement between the firms
- (d) A government tax scheme

22. Portfolio analysis helps in:

- (a) Improving logistics performance
- (b) Promoting a single product
- (c) Managing different business units strategically
- (d) None of the above

23. The McKinsey matrix is an improvement over BCG because:

- (a) It uses a 9-cell grid for better strategic analysis
- (b) It replaces stars and cows with symbols
- (c) It uses only one criterion
- (d) It ignores industry trends

24. The Shell Directional Policy Matrix is used to evaluate:

- (a) Employee performance in the business
- (b) Advertising efficiency
- (c) Business strength and sector attractiveness
- (d) Price competition

25. The Blue Ocean Strategy emphasizes:

- (a) Competing in existing market space
- (b) Creating uncontested market space
- (c) Beating the competition
- (d) Aggressive cost cutting

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26. Exclusive-line strategy refers to:

- (a)Offering only high-priced products
- (c)Partnering with multiple suppliers

- (b)Selling through e-commerce only
- (d)Focusing on a specific brand or product range

27. Vertical structure in retail refers to:

- (a)Equal partnership between firms
- (c)Only physical stores

- (b)Hierarchical alignment from manufacturer to retailer
- (d)Online customer surveys

28. A mall is best categorized under which retail scale model?

- (a)Micro
- (c)Large

- (b)Medium
- (d)Super

29. In an ownership model, the retail outlet is:

- (a)Operated by a third party
- (c)Always part of a mall

- (b)Owned and controlled directly by the brand or company
- (d)A franchise store

30. Which of the following helps to ensure that strategies are implemented effectively?

- (a)Strategic analysis
- (c)Product bundling

- (b)Cost leadership
- (d)Institutionalizing the strategy

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31. Strategy audit is used to:

- | | |
|--|-------------------------------|
| (a) Review and evaluate strategic progress | (b) Stop the implementation |
| (c) Create new marketing slogans | (d) Promote internal politics |

32. Strategic control focuses on:

- | | |
|--|----------------------------------|
| (a) Daily operations | (b) Routine employee tasks |
| (c) Monitoring long-term strategic direction | (d) Supervising staff attendance |

33. Retail strategy audit helps in:

- | | |
|------------------------------|---|
| (a) Eliminating old stock | (b) Enhancing physical store layout |
| (c) Designing advertisements | (d) Reviewing and improving strategic performance |

PART - B

(7 X 6 = 42)

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

34. (a) Describe the strategic management process and its application in retail Business

[OR]

(b) Define the role of a retail strategist. What are their key responsibilities in shaping business

35. (a) What are areas of strategic edge? Explain how a retailer can identify and build on them.

[OR]

(b) Describe the Balanced Scorecard approach. How does it assist in organizational appraisal related to retail business?

36. (a) How can a retail business identify and profile its strengths and weaknesses? Illustrate with examples.

[OR]

(b) Write a short note on employee and quality strategies. Why are they crucial in today's retail environment?

37. (a) Describe Porter's three competitive strategies. What are the conditions under which each strategy is most effective?

[OR]

(b) Explain the concept of strategic alliances. How do collaborative partnerships, mergers, and joint ventures create value in retail business?

38. (a) Compare and contrast the BCG Matrix and the GE/McKinsey Matrix in terms of structure and application.

[OR]

(b) What is the Blue Ocean Strategy? Give examples of how it is applied in retail business.

39. (a) What is the difference between physical and virtual retail models? Highlight examples of each.

[OR]

(b) What is shop positioning in strategic retailing? How can a retailer manage uniqueness and image through effective positioning?

40. (a) Describe the significance of corporate governance and resource allocation in executing retail strategies.

[OR]

(b) Define retail strategy audit. What are its key steps and benefits?

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