

# VINAYAKA MISSIONS SIKKIM UNIVERSITY

(Estd. by Sikkim Legislative Act vide VMSU Act No.11 of 2008)

## DIRECTORATE OF DISTANCE EDUCATION

NH 10-A, Tadong, East Sikkim-737102

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Phone: 93323-67555/03592-232588

**Programme:** MBA

**Session:** 2015-16

**Full Marks:** 10

**Course/Subject Name:** Marketing Management and Managerial Economic **Course/Subject Code:** CM 4204

**Assignment No.** 1

**Last Date of Submission:** 31<sup>st</sup> March 2016

**NOTE : All Sections in the Assignments are compulsory to be attempted as per Instructions.**

Section -A

**Choose the correct option**

**0.5x10 = 5**

- Which of the following is central to any definition of marketing?
  - Making a profit
  - Making a sale
  - Demand management
  - Transactions
  - Customer relationships
- Introducing new products to existing markets is an example of:
  - conglomerate diversification
  - vertical diversification
  - horizontal diversification
  - concentric diversification
- When a company acquires a supplier through an acquisition strategy, this is referred to as:
  - vertical marketing system
  - horizontal integration
  - forward integration
  - backward integration
- When backed by buying power, wants become \_\_\_\_\_.
  - physical needs
  - Demands
  - social needs
  - Exchanges
  - self-esteem needs
- Selecting which segments of a population of customers to serve is called \_\_\_\_\_.
  - managing the marketing effort
  - target marketing
  - customization
  - positioning
  - market segmentation
- Which of the following is a characteristic of a perfectly competitive market?
  - Firms are price setters.
  - There are few sellers in the market.
  - Firms can exit and enter the market freely.
  - All of these
- If a perfectly competitive firm currently produces where price is greater than marginal cost it
  - will increase its profits by producing more.
  - will increase its profits by producing less.
  - is making positive economic profits.
  - is making negative economic profits.
- When a perfectly competitive firm makes a decision to shut down, it is most likely that
  - Price is below the minimum of average variable cost.
  - Fixed costs exceed variable costs.
  - Average fixed costs are rising.
  - Marginal cost is above average variable cost.
- In the long run, a profit-maximizing firm will choose to exit a market when
  - Fixed costs exceed sunk costs.
  - Average fixed cost is rising.

- c. Revenue from production is less than total costs.
  - d. marginal cost exceeds marginal revenue at the current level of production.
10. When firms have an incentive to exit a competitive market, their exit will
- a. Drive down market prices.
  - b. Drive down profits of existing firms in the market.
  - c. Decrease the quantity of goods supplied in the market.
  - d. All of the above are correct.

Section -B

**Answer any Five questions from the following within 50 words**

**[1x5=5]**

1. Write the meaning of marketing.
2. Define law of demand
3. Discuss the meaning of balance of payment
4. Write the meaning of market segmentation
5. Write the meaning of product
6. Discuss the different steps in product life cycle
7. Define the meaning of channel of distribution.

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**Programme:** MBA                      **Session:** 2015-16                      **Full Marks:** 10  
**Course/Subject Name:** Marketing Management and Managerial Economic    **Course/Subject Code:** CM 4204  
**Assignment No.** 2    **Last Date of Submission:** 31<sup>st</sup> March 2016

**NOTE : All Sections in the Assignments are compulsory to be attempted as per Instructions.**

Section -A

**Choose the correct option**

**0.5x10 = 5**

1. In economics the central problem is:

- a. Allocation.    b. Consumption.    c. Scarcity.    d. Money.    e. Production.

2. Indicate below what is NOT a factor of production.

- a. Land.    b. A bank loan.    c. Labour.    d. Capital.

3. Macroeconomics deals with:

- a. The behaviour of firms.                      b. Economic aggregates.  
c. The activities of individual units.    d. The behaviour of the electronics industry.

4. Microeconomics is not concerned with the behaviour of:

- a. Aggregate demand.    b. Consumers.    c. Industries.    d. Firms.

5. The study of inflation is part of:

- a. Normative economics.                      b. Macroeconomics.  
c. Microeconomics.                              d. Descriptive economics.

6. Aggregate supplies is the total amount:

- a. Produced by the government.                      b. of products produced by a given industry.  
c. of labour supplied by all households.    d. of goods and services produced in an economy.

7. What is price skimming?

- a. Setting an initially-high price which falls as competitors enter the market  
b. Setting a high price which consumers perceive as indicating high quality  
c. Setting a low price to "skim off" a large number of consumers

8. Setting a price below that of the competition is called:

- a. Penetration pricing  
b. Skimming  
c. Competitive pricing

9. A profit calculated by adding a percentage to the costs of production is called:

- a. Mark-up    b. Breakeven    c. Margin

10. A profit calculated on the basis of a percentage of the selling price is called:

- a. Mark-up    b. Breakeven    c. Margin

Section -B

**Answer any Five questions from the following within 50 words**

**[1x5=5]**

1. Write the meaning of Elasticity of demand
2. Define Equilibrium
3. Discuss the meaning of Sales promotion
4. Write the meaning of marketing Mix
5. Write the meaning of Advertisement
6. Discuss the advantage of branding
7. Define the meaning of Environment Scanning.

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**Programme:** MBA

**Session:** 2015-16

**Full Marks:** 5

**Course/Subject Name:** Marketing Management and Managerial Economic **Course/Subject Code:** CM 4204

**Assignment No.** 3

**Last Date of Submission:** 15<sup>th</sup> April 2016

### Choose the correct option

**0.5x10 = 5**

1. The manager tries to produce at..... Scale.  
a. Minimum   b.Maximum   c.Optimum   d.Idle
2. Periods of less than full employment correspond to:  
  
a. Points outside the production possibility curve.  
b. Points inside the production possibility curve.  
c. Points on the production possibility curve.  
d. Either points inside or outside the production possibility curve.
3. The circular flow of goods and incomes shows the relationship between:  
a. Income and money. b. Wages and salaries. c. Goods and services. d. Firms and households.
4. In a free market system, the amount of goods and services that any one household gets depends upon its:  
a. Income.   b. Wage and interest income. c. Wealth.   d. Income and wealth.
5. In a planned or command economy, all the economic decisions are taken by the:  
a. Consumers. b. Workers.   c. Government.   d. Voters.
6. What is institutional advertising?  
a. Advertising on behalf of charities  
b. Advertising conducted by the Government  
c. Advertising aimed at building the corporate reputation
7. What is copywriting?  
a. Using themes from a competitor's advertising campaign  
b. Repeating themes from previous campaigns  
c. Putting together the verbal elements of the message
8. What is reach?  
a. The average number of times the target market is exposed to the message  
b. The percentage of the target market which remembers the advertisement

c. The percentage of the target market that is exposed to the message at least once

9. Selling warm coats to Icelanders is an example of:

- a. Geographic segmentation
- b. Behavioural segmentation
- c. Demographic segmentation

10. Selling vodka to Icelanders is an example of:

- a. Geographic segmentation
- b. Behavioural segmentation
- c. Demographic segmentation