

**AVINASHILINGAM INSTITUTE FOR HOME SCIENCE AND HIGHER EDUCATION
FOR WOMEN, COIMBATORE – 641 043
Master's Degree Examination – November 2017
I Semester**

Class : I PG
Major : MBA (IT Organization and Administration)

Maximum Marks: 60
Time: 3 Hours

17MBMC04 - Marketing of IT Products and Services

PART – A

10 × ½ = 5

Choose the correct answer

1. Marketing is a process of converting the potential customers into
(a) Actual customers (b) Prospective customers (c) Marketers (d) None of these
2. Marketing Environment is
(a) Largely uncontrollable (b) Changing fast (c) Influencing marketing decisions
(d) All of these
3. Division of market on the basis of variables like gender, income, occupation, education are called as
(a) Geographic segmentation (b) Psychographic segmentation
(c) Demographic segmentation (d) Socio- economic segmentation
4. Which of the following are the elements of product positioning?
(a) The Product (b) The Company (c) The Consumer (d) All of these
5. Rising profits is a feature of _____ stage of PLC.
(a) Introduction (b) Growth (c) Maturity (d) Saturation
6. The approach used when the marketer wants the consumer to respond on an emotional, rather than rational basis
(a) Predatory Pricing (b) Economy Pricing (c) Psychological Pricing
(d) Penetration Pricing
7. _____ factor is not considered as an important one while selecting channel of distribution.
(a) Product (b) Market (c) Colour (d) None of these
8. Sales promotion includes all promotional activities other than advertising, personal selling and _____.
(a) Advertisement (b) Publicity (c) Production (d) Coupon

9. Internet marketing is the recent trends in _____ business.
(a) Retail (b) Wholesale (c) Conventional (d) Manufacturing
10. Intellectual property rights includes
(a) Trade mark (b) Copyright (c) Industrial design rights (d) All the above

PART – B

5 × 4 = 20

Answer ALL questions

Each answer should not exceed 200 words or one page

11. (a) Explain the concept of marketing.
(OR)
(b) How is the knowledge of buyer behaviour essential for the marketer?
12. (a) Briefly describe the Off shore and Near shore client management.
(OR)
(b) Distinguish between market segmentation and positioning.
13. (a) Describe the qualities of a product policy.
(OR)
(b) What factors should a firm consider in setting prices for a new product and for the entire product line?
14. (a) “Advertising brings long-term benefit, but sales promotion is for quicker result”.
Comment.
(OR)
(b) Identify the various techniques of sales promotion.
15. (a) State the importance of internet marketing.
(OR)
(b) Briefly explain the Intellectual property rights in IT services.

PART – C

5 × 7 = 35

Answer ALL questions

Each answer should not exceed 600 words or one page

16. (a) What are the components of marketing information system? Elucidate.
Question No. 20 is compulsory
(OR)
(b) What do you mean by sales forecasting? Examine the various methods used for forecasting sales of a new product.
17. (a) Discuss the different marketing strategies with suitable Indian examples.
(OR)
(b) Why and how markets are segmented? Is segmentation always necessary?

18. (a) Why is development new product important to the companies? Discuss various stages involved in development of a new product.

(OR)

(b) Evaluate the various methods of pricing.

19. (a) What channels of distribution would you institute for marketing the following: (i) A soft drink (ii) Computer software. State reasons in support of your answer.

(OR)

(b) "Advertising sells the products". Do you agree with this statement? Give reasons your answer.

Compulsory:-

20. Warner-Lambert launched its international brand Clorets in India during end of 2015. It may be interesting to observe that the company's other brands in the market are Halls and Chiclets. Clorets strategy was one which has not been tried by the company in any other market in the world. Clorets posting as "After anything" was instrumental in supporting the pricing strategy of the Brand-Clorets was positioned a mouth freshener at a premium 100% over the existing brand Chiclets. It has actizol, a strong ododur killing ingredient. The idea was to project the brand as per superior, alternative to the existing ones and charge a premium. At later point of time, the brand was made available (at Re. 1) as a candy types and as a chewing gum type.

Questions:

1. Comment on the pricing strategy used with the help of concepts.
2. What strategies would you recommended for the brand in the future?
