

Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University), Coimbatore – 641 043

Master's Degree Examination – November 2018
I Semester

Class : I PG
Major : MBA - IT Organisation Administration

Time: 3 hours
Max. Marks: 60

17MBMC04 MARKETING OF IT PRODUCTS AND SERVICES

Part A

10 x 1/2 = 5

Choose the correct answer

1. Good marketing is no accident, but a result of careful planning and _____.
a. Execution b. Selling c. Strategies d. Research
2. What is the last stage of the consumer decision process?
a. problem recognition b. post purchase behavior
c. Alternative evaluation d. Purchase
3. Market _____ is the process of identifying groups of customers with basically similar wants, needs, preferences or buying behaviours.
a. Development b. Positioning c. Segmentation d. Targeting
4. Positioning of a product is based on _____.
a. The price charged for the product b. Promotional pitch of the product
c. Product characteristics d. All of the above
5. Five stages in the product life cycle can be identified. Which of the following is not a generally accepted stage?
a. Introduction b. Peak c. Maturity d. Growth
6. Pure tangible good and pure services are two extremes of _____.
a. Market offering b. Exchange of goods
c. Ownership d. Logistic channels
7. High speed Internet is an enabler between supplier push and consumer pull as reasons for growth in services. Other enabler is _____.
a. High Tech Products b. High Tech Services
c. Low Tech products d. Low Tech Services
8. _____ are information systems used in customer relationship management (CRM) marketing and management that help automate sales function.
a. Marketing information systems b. Sales force management systems
c. Online marketing d. Target marketing systems
9. _____ is the process of promoting a business or brand and its products or services over the internet using tools that help drive traffic, leads, and sales.
a. New age marketing b. Digital marketing
c. Internet marketing d. Mobile marketing
10. A _____ has the right to decide who may – or may not – use the invention for the period during which it is protected.
a. Inventor b. Manufacturing company c. Service outlet d. Patent

Part B

5 x 4 = 20

Answer ALL questions

Each answer should not exceed 200 words or one page

- 11.a. How is the marketing mix different for an ITES company?
(Or)
- 11.b. Write a note on Demand forecasting.
- 12.a. State the salient features of a contract made by an IT company.
(Or)
- 12.b. What is Target marketing?
13. a. How does your personality affect the choice of a product?
(Or)
- 13.b. Write a note on Price skimming strategy.
- 14.a. List the factors to be considered during Channel Design.
(Or)
- 14.b. Highlight the components of a Promotion policy of an organization.
- 15.a. Discuss a popular model in Internet marketing of your choice.
(Or)
- 15.b. Cite an example of a successful IT services company that benefitted using Internet marketing.

Part C

5 x 7 = 35

Answer ALL questions

Each answer should not exceed 600 words or three pages

Question No. 20 is compulsory

- 16.a. Compare the five marketing management philosophies, and express the basic ideas of demand management and the creation of customer value and satisfaction.
(Or)
- 16.b. Describe the environmental forces that affect an IT services company's ability to serve its customers.
- 17.a. Briefly discuss the influences of marketing strategy on the performance of organizations. Illustrate your answer with suitable examples.
(Or)
- 17.b. Explain how companies identify attractive market segments and choose a market-cover age strategy.
- 18.a. Define the terra product including the core, actual and augmented product. Outline the range of individual product decisions that marketers make.
(Or)
- 18.b. Explain how companies identify attractive market segments and choose a market-cover age strategy.
- 19.a. Identify the major channel alternatives open to a company operating in the IT services sector.
(Or)
- 19.b. Compare and evaluate the general approaches to price setting.

20. COMPULSORY

An excellent international case study comes from bike manufacturer Triumph, which lost steam in its British home base three decades ago, but found new life by heading overseas. In 2010, Triumph sold just 7,562 bikes in the UK, but 50,000 worldwide, indicating that an international interest paid off for the company. Triumph's famous factory in Warwickshire closed up shop in 1983, but the Indian factory remained, and these days, the motorcycles have become the country's Harley Davidson. The company struggles to meet demand in India, with a six month waiting list and a new factory being built. India's middle class has embraced the vehicle as an affordable commodity, even giving them as dowries in weddings.

- a. Identify the marketing strategies of Harley Davidson?
- b. What according to you are the factors responsible for success of Harley Davidson in India?
- c. Give suggestions to the company to meet the demand and reduce customer waiting time in India.
