



Avinashilingam Institute for Home Science and Higher Education for Women
Deemed to be University Estd. u/s 3 of UGC Act 1956, Category 'A' by MHRD (now MoE)
Re-accredited with 'A++' Grade by NAAC. CGPA 3.65/4, Category I by UGC
Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment Test I – February 2025
Semester-II

Class: I MBA
Major: Business Administration (IT&SM)

Time: 2 hours
Maximum Marks: 60

24MBMC13 Marketing of Technology Products and Services

Course Outcomes:

1. On the completion of the course, students will be able to
2. Comprehend the rudiments of Marketing Technology Products and Services and IT projects.
3. Evaluate and assess the feasibility of Marketing Technology Products and Services, and IT Projects.
4. Apply and design Marketing tactics and strategies that align with Corporate objectives and Industry 4.0 and 5.0
5. Design appropriate approaches and redefine the Marketing Strategies to match the service sector.
6. Comprehend the paradigm shifts in the industrial arena and re-engineer marketing management practices and strategies

Part-A
Choose the correct answer

6x1=6

1. Which one of the following sets represents the C's of the marketing mix? **CO1K3**
A) Customer solution B) Cost.
B) Convenience. D) Communication.
a) A, B, C and D. b) A, B, and D.
b) A, C and D. d) A, B, and C.
2. Re-marketing is used for creating demand for which of the following? **CO2 K3**
a) Non-usable product b) Reusable products
c) The renewed use of existing products d) New Products
3. In the buying process, when a customer recognizes a need or a problem, what is the stage called? **CO3K3**
a) Information search b) Alternative evaluation
c) Purchase d) Need recognition
4. _____ is a financial plan depicting how resources should be allocated to achieve the forecasted sales. **CO4K2**
a) Sales budget. b) Sales audit.
c) Sales control. d) Sales P & L plan.
5. Given below are two statements: one is labeled as Assertion A and the other is labeled as Reason R **CO3K2**

Assertion A: The marketing 6.0 enable companies to deliver immersive experiences across phygital media.

Reason R : Meta marketing comprise technology enablers across the digital environment to create the customer experience.

In the light of the above statements, choose the **most appropriate** answer from the options.

- a. Both A and R are correct, and R is the correct explanation of A
 - b. Both A and R are correct, but R is NOT the correct explanation of A
 - c. A is correct but R is not correct
 - d. A is not correct, but R is correct
6. The evaluation of the difference between total benefits and total costs of one marketing offer in comparison to competitive offers is known as? **CO1K3**
a) Customer Satisfaction
b) Customer Perceived Value
c) Customer Expectation.
d) Customer Relationship

Part- B **3x6=18**
Answer ALL Questions
Each answer should not exceed 400 words or two pages

7. a. Consider a computer software application of your choice and describe its personality and unique features. **CO3K3**
- (Or)
7. b. Suppose you are going to take a two week vacation when you graduate. How will you decide on your destination? Use the five stage .purchase decision process to structure your answer. **CO3 K3**
- 8.a. Compare three e-retail outlets and infer the segmentation, targeting and positioning strategies of each store. **CO2K4**
- (Or)
- 8.b. Highlight three technological changes and indicate the related changes in product choices and delivery systems. **CO2K3**
- 9.a. Define product personality with examples. (Or) **CO2 K3**
- 9.b. What do you understand by the term 'Meta-Marketing'? **CO2 K3**

Part-C **3x12=36**
Answer ALL questions
Each answer should not exceed 800 words or four pages

- 10.a. Is Marketing an Evolution or Revolution?. Justify with examples. **CO1K5**
- (Or)
- 10.b. Explain the impact of digital marketing channels and promotional strategies on consumer behaviour with suitable examples **CO4K4**
- 11.a. Describe in detail about Blue Ocean Strategy with examples(Or) **CO4K4**
- 11b. Briefly explain the ethical and regulatory implications of AI applications for decisions of 4 As **CO4K4**
- 12 **Case Analysis** **CO5K6**

Many Indian teenagers have smartphones. Use the feature /benefits/value ladder to identify the benefits and values that smartphones deliver. Suppose you were advising Apple on new products what benefits and values could smartphones offer teenagers that they are currently not receiving? How would these benefits and values differ for adults?