

17MBMC04 Marketing Management

Part A

10 X ½ = 5 Marks

Choose the correct answer

1.A company's microenvironment does not include

- a) The company b) The marketing intermediaries
c) Demographic forces d) The organization's suppliers

2.In 'stages of adoption process', customer decides to become regular user in

- a) awareness stage b) interest stage c) evaluation stage d) adoption

3. Growth share matrix divides SBU's in

- a) 2 types b) 3 types c) 4 types d) 5 types

4. Strategic business unit with low market share and high market growth is considered as

- a) Cash Cows b) Stars c) Dogs d) Question marks

5. Category of products that come with warranty offered at time of product buying and expires at some specific date is an example of

- a) augmented product b) actual product c) actual ownership d) tangible products

6. Pricing strategy used to set prices of products that are must be used with main product is called

- a) optional product pricing b) product line pricing
c) competitive pricing d) captive product pricing

7. Profits related to new product in its introductory stage are

- a) negative b) continuously rising c) higher d) declining

8. Marketing channel that involves one or more intermediaries to made their products available to final buyers is classified as

- a) flexible channel b) static channel c) direct channel d) indirect channel

9. Consumer promotion technique through which brand marketing event is created by company or it participates in other sponsored event is classified as

- a) event marketing b) sponsored marketing c) branding d) premium marketing

10. Organized movement by government agencies and citizens towards betterment of buyers as compared to sellers is classified as

- a) consumerism b) seller's extrovert sellers c) environmentalism d) seller introvert seller

Part B

Answer ALL the questions

5 X 4 = 20

Each answer should not exceed 200 words or one page

11. (a) Give a short note on five marketing concepts
Or
(b) What is buyer behavior analysis? What is the need for it?
12. (a) Brief various basis of segmentation and types of targeting
Or
(b) Write a short note on marketing expansion grid.
13. (a) What is product mix? Bring out its dimensions
Or
(b) Write a short note on brand, packaging and labeling with example
14. (a) What is aggressive selling? When is it adopted?
Or
(b) What is integrated marketing? Bring out the steps involved in integrated marketing communication
15. (a) Bring out the characteristics of services marketing and also bring the difference between product and services marketing
Or
(b) Examine the importance of consumer protection

Part C

Answer ALL the questions

5 X 7 = 35

Each answer should not exceed 600 words or one page

Question No.20 case is compulsory

16. (a) How do you perceive the need for environmental analysis in this global business scenario?
Explain it with example
Or
(b) What is buyer behavior? Explain the factors which could influence buyer behavior and describe the need for buyer behavior analysis in present scenario.
17. (a) Explain BCG matrix with neat diagram
Or
(b) Pick up any four brands of your choice and explain their positioning strategy. And further bring out the general benefits of positioning
18. (a) Describe new product development process with neat diagram
Or
(b) Critically examine various pricing methods along with its merits and demerits.
19. (a) Critically examine the factors that determine the choice of distribution channels.
Or
(b) Bring out and explain the challenges that pertain to marketing of services and non-profit organization.

20. Case:

In present socio economic environment, time and comfort are being given much important. Customers' perception towards online shopping has been changing positively. Customers with various demographic profiles started to accept e-commerce websites. Now there are lot of e-commerce companies is started in India. Basically there are two types, First type of company, they focused on particular segmentation. For example pepperfry.com is an exclusive e-commerce website to sell furniture alone. Second type of e-commerce companies like amazon, flipchart, snapdeal they sell wide range of products.

Questions:

- i) Consider, you get an opportunity to start an e-commerce business, what type of e-commerce website it would be? Whether it would be exclusively for one product segment like pepperfry or for variety of product / segment like amazon. Justify your answer.
- ii) Further examine the segmentation, targeting and positioning of e-commerce platforms like peperfry.com and amazon.com