



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 an 'A++' Grade by NAAC. CGPA 3.65/4, Category I by UGC
Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment Test II – April 2025
II SEMESTER

Class: I PG
Major: I MBA IT & Systems Management

Time: 2 hours
Maximum Marks: 60

24MBMC13 Marketing of Technology Products and Services

Course Outcomes:

On the completion of the course, students will be able to

1. Provide insights on the marketing of technology products and services.
2. Portray the impact of changing macro and micro business environments on marketing strategy development.
3. Examine the paradigm shifts in the marketing of IT projects and technology as services
4. Explain the unique features and processes for marketing technology products and services.
5. Apply knowledge and analytical skills to link marketing activities to value creation.

Part-A

Choose the correct answer

6x1=6

1. Which of the following strategies is most related to the concept of "account management" in client interfaces? CO1K3
A. Long-term relationship building
B. Aggressive selling
C. Short-term project-based focus
D. Product innovation
a) A, B, C, and D
b) A, C, and D
c) A and B
d) A
2. Which marketing tactic emphasizes the creation of relevant and engaging content for consumers? CO2 K3
a) Predictive marketing b) Content marketing c) Omni-channel marketing
d) Data-driven marketing
3. What pricing strategy is commonly used for luxury products or high-end services? CO4K3
a) Cost-based pricing. b) Market-based pricing. c) Skimming pricing.
d) Penetration pricing.
4. Which of the following is a fundamental shift in Marketing 4.0? CO4K4
a) Increase in traditional advertising b) Shift of power to digital subcultures
c) Focus on mass production d) Reduced customer engagement
5. Given below are two statements: one is labelled as Assertion A and the other is labelled as Reason R. CO3K2

Assertion A: Account management in client relations helps in maintaining long-term partnerships by focusing on delivering consistent value to clients.

Reason R: Account management primarily focuses on completing projects within a set timeline, with little focus on the customer relationship after project delivery.

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
- a. d. A is not correct, but R is correct

6. The industry 4.0 and marketing 4.0 revolution brought dilution of the vertical power structure to more _____ force. CO2K3
 a) Parallel b) Horizontal c) Central d) Transitional

Part- B

3x6=18

Answer ALL Questions

Each answer should not exceed 400 words or two pages

7. a. Explain the service consumption model and discuss how it helps in understanding consumer behavior in the service industry. (Or) CO1K3
7. b Explain how stages are involved in the product development process and the challenges associated with examples. CO1 K3
8. a. Define joint ventures and illustrate joint ventures as a global market entry strategy of any company of your choice. (Or) CO3K4
8. b Discuss key principles of marketing 4.0 with examples to illustrate how marketers apply these principles for dynamic pricing in global markets. CO3K5
9. a. Analyze the future trends and development in marketing 5.0 considering emerging technologies and suggest three applications of the same. (Or) CO5K4
9. b. Examine the role of personal selling in the marketing mix. How does personal selling differ from other promotional tools such as advertising and public relations? CO5K4

Part-C

3x12=36

Answer ALL questions

Each answer should not exceed 800 words or four pages

10. a). Explain the concept of the "Moment of Truth" and strategies of any three brands of your choice (Or) CO2K4
10. b).Discuss the key challenges marketers face when providing a seamless customer experience in the digital world. How can businesses overcome these challenges to enhance customer satisfaction?. CO2K3
11. a).Explain the impact of digital marketing channels on traditional distribution and promotional strategies with suitable examples (Or) CO4K4
11. b).Briefly explain the ethical and regulatory implications of AI applications for decisions of 4 A's . CO4K4

- 12 **Case is Compulsory** CO5K6

Amazon is a global e-commerce giant that has revolutionized the retailing and distribution landscape. With a vast network of suppliers, fulfillment centers, and delivery channels, Amazon has effectively leveraged distribution channels to meet the growing demands of its customers worldwide. Its distribution strategy includes the use of various channel functions, including warehousing, inventory management, order fulfillment, and last-mile delivery.

In recent years, Amazon has formed several joint ventures and strategic alliances with logistics companies, including partnerships with delivery carriers and tech firms to enhance the efficiency of its distribution network. The company has also ventured into retailing through its physical stores, such as Amazon Go and Whole Foods, alongside its thriving e-retailing platform.

Amazon's e-retailing strategy involves direct sales, third-party seller platforms, and the use of advanced data analytics to predict consumer behavior, manage inventory, and personalize shopping experiences.

Questions

1. Analyze Amazon's distribution strategy and the key channel functions it uses to enhance supply chain efficiency and customer satisfaction.

2. Discuss how Amazon's joint ventures and alliances improve its logistics and expand its market reach, including the role of both physical retail and e-retailing.