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Total Number of Pages : 02

IMBA
16IMN402

4th Semester Regular / Back Examination 2018-19
MARKETING MANAGEMENT – I

BRANCH : IMBA

Max Marks : 100

Time : 3 Hours

Q CODE : F273

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Only Short Answer Type Questions (Answer All-10)

(2 x 10)

- 'Customer delight' is one step ahead of 'customer satisfaction', while measuring or planning marketing functions. Do you agree? Justify your answer briefly?
- Deduce a strategic relationship between 'need', 'want', and 'demand' in the context of marketing management?
- Whether marketing-mix is a tool or method in the marketing management context? Explain briefly?
- "Positioning ends with value proposition". Expand this statement briefly?
- State 4 criteria of selection of target market keeping in view the consumer market and justify briefly the best criterion/ criteria in Indian scenario?
- Differentiate 'micro marketing environment' from 'macro marketing environment'.
- What do you mean by customer churn?
- Buying motive is simply a psychological instinct of consumers. Do you agree? Justify your answer briefly.
- Differentiate 'marketing' from 'selling'?
- Give two examples, where 'unique selling proposition' is justified by most of the elements of promotion-mix of the marketer(s)?

Part- II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- Whether green marketing is the need of the hour or is a compulsion for most of the marketers today? Justify your answer by making the 'green marketing' as a foundation stone for the 'social marketing'.
- All types of word-of-mouth relating to a marketer are not 'viral marketing'. Do you agree? Justify your answer? How the viral marketing is different from 'buzz marketing'?
- Do you think 'on-line buying behavior' of today's consumers can be understood by the general consumer decision making process? Justify your answer in the context of Indian urban consumers?
- Purchasing a personal computer for an educational institution and purchasing a PC for an individual's home, if will be explained buying roles, then how the buying roles will be differing from each other? Justify?
- Differentiate the 'guerrilla attack' from 'encirclement attack' and 'by-pass attack' of any marketer with appropriate examples?
- Every concepts marketing that have been developed over the period of time, are carrying their strengths and weakness based upon the 'core concept of marketing'. How?
- Can the 80:20 principle be applicable in every marketing functions? Prove your answer by any management cases.
- Explain the bases of segmentation of the consumer market with appropriate examples?

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Registration No :

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IMBA
IMN402

4th Semester Regular Examination 2017-18
MARKETING MANAGEMENT-I

BRANCH : IMBA

Time : 3 Hours

Max Marks : 100

Q.CODE : C691

Question No1 & No 2 are compulsory and answer any four from the rest.

The figures in the right hand margin indicate marks.

Answer all parts of a question at a place.

Q1 Fill in the blanks.

(2 x 10)

- a) Parents buy toys for their children act as _____ in the buying process.
- a) Consumer
b) Maintainer
c) Buyer
d) All of the above
- b) In marketing theory, every contribution from the supply chain adds _____ to the product.
- a) value
b) costs
c) convenience
d) ingredients
- c) The act of trading a desired product or service to receive something of value in return is known as _____ concept in marketing.
- a) product
b) exchange
c) production
d) customer
- d) Holistic marketers achieve profitable growth by expanding customer share, _____, and capturing customer lifetime value.
- a) undermining competitive competencies
b) building customer loyalty
c) milking the market for product
d) desires renewing a customer base
- e) The extended Ps of service marketing mix are _____
- a) People, Product, Place
b) Physical Evidence, Process, People
c) Price, Physical Evidence, Promotion
d) Product, Process, Physical Environment
- f) The task of any business is to deliver _____ at a profit.
- a) customer needs
b) products and services
c) improved quality
d) customer value
- g) _____ is not a base for market segmentation.
- a) Behavioral Segmentation
b) Status Segmentation
c) Demographic Segmentation
d) Psychographic

h) Marketing myopia means _____

- a) Long sightedness in business
- b) short sightedness in business
- c) Crooked sightedness in business
- d) None of the above

i) If actual performance exceeds the expected performance of the product, Then customer is _____

- a) Satisfied
- b) Neutral
- c) Dissatisfied
- d) Delighted

j) Which one of the following statements by a company chairman BEST reflects the marketing concept?

- a) We have organized our business to satisfy the customer needs
- b) We believe that marketing department must organize to sell what we produce
- c) We try to produce only high quality, technically efficient products
- d) We try to encourage company growth in the market

Q2 Answer the following questions :

(2 x 10)

- a) How marketing is an exchange process?
- b) What do you understand by marketing myopia?
- c) How do you differentiate between need and want?
- d) What is viral marketing?
- e) What is bottom of the pyramid concept in marketing?
- f) Differentiate between marketing and selling.
- g) What is 80:20 principle?
- h) What do you understand by niche marketing?
- i) Why consumers' mind is called as a black box?
- j) Why digital marketing is gaining momentum?

Q3 Discuss the factors which influence consumers' behavior. Enumerate the steps involved in a consumers' buying decision process.

(15)

Q4 Discuss the constituents of an effective marketing plan. Outline the criteria to evaluate a marketing plan.

(15)

Q5 Discuss the nature and scope of marketing. Explain the impact of marketing on society.

(15)

Q6 What is STP? Discuss the process by taking a suitable corporate example.

(15)

Q7 "The present business environment is quite turbulent and dynamic and to cope with the same, a proper analysis of environmental factors is highly desired". Discuss the various environmental factors to be analyzed.

(15)

Q8 "Marketing is a demand stimulating and demand fulfilling activity of an organization". Justify the statement with suitable examples.

(15)

Q9 Write short notes on (any THREE)

(5 x 3)

- a) Relationship Marketing
- b) Green Marketing
- c) Social vs societal marketing
- d) Guerilla Marketing

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