# National University of Computer and Emerging Sciences

FAST School of Computing          Spring-2023          Islamabad Campus

## MG 1002: Marketing Management

Serial No:

## Sessional Exam-II

Date : April 11, 2023

## Course Instructors

Sadaf Zahra Usman & Tanzeela Aqif

Section- A-B-C-D

**Total Time: 1 Hour**

**Total Marks: 50**

Signature of Invigilator

Moaz Farrukh          Roll No. 21I-0899          Section BB          Signature

Student Name          Roll No.          Section          Signature

## DO NOT OPEN THE QUESTION BOOK OR START UNTIL INSTRUCTED.

**Instructions:**

1. Attempt on question paper. Attempt all of them. Read the question carefully, understand the question, and then attempt it.
2. If you need more space write on the back side of the paper and clearly mark question and part number etc.
3. Use permanent ink pens only. Any part done using soft pencil will not be marked and cannot be claimed for rechecking.

|  | Q-1 | Q-2 | Q-3 | Q-4 | Total |
|---|---|---|---|---|---|
| Marks Obtained | 9 | 15 | 8 | 8 | 40 |
| Total Marks | 10 | 20 | 10 | 10 | 50 |

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## Question 1 [10]

1: Multiple choice Questions.

1) The term *big data* refers to the _____ generated by today's sophisticated information generation, collection, storage, and analysis technologies.
A) large reports
B) huge and complex data sets
C) information requests
D) social media contacts
E) e-mail messages

2) A good marketing information system balances the information users _____ to have against what they _____ and what is _____ to offer.
A) request; want; affordable
B) demand; should request; time-efficient
C) want; are unaware of; the newest technology
D) would like; need; feasible
E) don't need; can afford; available

3) _____ is the systematic collection and analysis of publicly available information about consumers, competitors, and developments in the marketing environment.
A) Data warehousing
B) Competitive marketing intelligence
C) SWOT analysis
D) Ethnographic research
E) Customer relationship management

4) Which of the following is the final step of the marketing research process?
A) developing the research plan
B) implementing the research plan
C) interpreting and reporting the findings
D) selecting a research agency
E) defining the research objectives

5) Companies can research many aspects of buying decisions. However, the one that is the most difficult to identify is _____.
A) what consumers buy
B) how and how much they buy
C) why they buy
D) when they buy
E) where they buy

6) In the model of buyer behavior, which of the following is NOT a major type of force or event in the buyer's environment?
A) economic
B) technological
C) social
D) political
E) cultural

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7) The business marketer normally deals with _____ than the consumer marketer does.
Ⓐ far fewer but far larger buyers
B) far more but far smaller buyers
C) negligible customer complaints
D) far less fluctuations in demands
E) far more elastic demand

8) A university enrolled 200 graduate students in the Fall of 2022. However, the enrollment rate was only slightly affected following a 12-percent hike in tuition the following fall. This illustrates _____ demand.
A) derived
B) negative
C) highly elastic
D) composite
Ⓔ inelastic

9) Rudolf Technologies Inc. decided to enter the automobile service market. Consequently, the company decided to procure the tools and machines needed from a reputable supplier. Rudolf Technologies is facing _____.
Ⓐ a new task situation
B) a modified rebuy situation
C) negative competition
D) the need to outsource its primary service offering
E) the pressure to diversify its market

10) Phoi Nguyen, a manufacturing mechanic, determines that the molds for manufacturing plastic jar lids are wearing out sooner than expected. Phoi contacts her manager to request that the parts be reordered. In this instance, Phoi played the role of a(n) _____.
A) user
B) buyer
C) gatekeeper
Ⓓ influencer
E) decider

**Label the answer in the column**

| | MCQ |
|---|---|
| 1 | B |
| 2 | D |
| 3 | B |
| 4 | C |
| 5 | C |
| 6 | D |
| 7 | A |
| 8 | E |
| 9 | A |
| 10 | D |

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## Question 2 [20]
*Short Question Answers*

1. What is main difference between consumer markets and business markets: [4]

The consumer markets are made up of indiviuals and households that directly use the product due to their need. While business market consists of organizations and indiviuals that buy the products and services for their own goods and services like for enample the showrooms that buy cars from car corporations for reselling and renting etc make up business market for cars. While the indiviuals and households that buy those cars for their transportation needs are the consumer market for cars.

(3)

2. List down participants involved in business buying process? [4]

users, buyers, influencers, deciders, gate keepers
The users are actual indiviuals that use the product, buyers select information on what they need to by. influencers select and evaluate

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what supplier to buy from, deciders make final descion which supplier to select. gatekeeper select control flow of information.

(3)

3. What do marketers gain from gathering and analyzing information about customers and the needs and motivations of those customers? [4]

The main goal of marketters is to know the response to their marketing effort. by analyzing the customers demographic information like age, occupation, genders etc they are able to categenize them into different groups and by understanding the needs of those groups they are able to modify their marketting stratengy so that they can gain more value from them. From under standing the subconcious motivations of customers they are able to judge what kind of products they maybe intrested in. The marketters use the analysis of all this information to inovate and gain further value from the customers

(3)

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4. Why do we design a customer value-driven marketing strategy? Explain with example [4]

The main reason and factor that generates revenue and value for a organization is the customer. The end user who buys our product is the customers. If we focus on what we need instead of what the customer needs we wont gain any value from them. If we give value to customer we get value in return for example if we make a product more available and easier to buy for a customer the customer would like it and readily buy more of our product.

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5. What are possible basis of evaluating segmented markets to target. [4]

The basis of evaluating segmented markets to target are demographics, geographical, behavioural and pychographic. We evaluate which age groups, genders and ~~cultural~~ cultures etc are attracted to our product and focus more on the target ones ~~ben that~~ bring us the most value. We also understand the geographic areas, that have the most ~~customer~~ valuable customers and target them on this bases. And also we understand the ~~by~~ buying behaviour, buying patterns of the customer and lifestyle and prefreences and select on the bases of that if they align with our product offerings.

## Question 3 (10 marks)

Gone are the days of tedious, paper-laden, and labor-intensive procurement duties. E-procurement is changing the way buyers and sellers do business, specifically via mobile procurement that offers cloud-based platforms that reduce the search, order, and approval cycle. Most large companies have adopted some form of e-procurement. A recent study found that almost 70 percent of companies utilize some form of e-procurement, mobile procurement, or supply chain management applications. A leading industry platform, Coupa, provides a suite of cloud-based applications for finance, including accounts payable, sourcing, procurement, and expense management that allows customers full functionality from their mobile devices. Employees now enjoy the flexibility and time savings of viewing, approving, or denying requisitions, purchase orders, and invoices. One of Coupa's large retail clients claimed a reduction from 10 days to 5 hours in their requisition-approval-process cycle by implementing Coupa's mobile procurement platform.

1: Discuss the advantages of e-procurement to both buyers and sellers for Coupa. What are the disadvantages?

As the advent of technology we have gained more ways of product procurement like eprocurement. The benefit of e procurement is that Coupa is able to make their product more accessable for customers people can buy Products from the convinence of their homes and the procedure has become more organized and easily understandable. But there are disadvantage of this as well the monitoring of the products has become difficult. buy physical procurement they can easily see what they are buying and the quality of their the products beg bought but with e procurement they are only able to know of it when the products reach at their place. They will have to return it which is time consuming and inefficient.

*Question 4 (10 marks)*

Assume yourself working in Serene Airline and it has become difficult for the airline to current needs of customers due to growing number of passengers. The CEO has assigned you the task to investigate the issue and come up with expansion plan. What could be possible steps involved in buying new fleet of aircrafts. List down steps for buying, and how the whole process will be executed.

The first step will be identifying the problem. do tickets sell very quickly for specific flights? we under then analyze the information about the flights from after developing a plan for gathering this informations from different resources like the airport booking sites to know the amount of people that may be interested. We analyze which flights have the highest demands. We then understand the demands carfully and intrepret how much more flights to these places may be required. And then on the bases of all this research if we need more planes we by and increase the flights Accordingly.

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