

Total No. of Questions: 6

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Enrollment No.....



Faculty of Management Studies
End Sem (Odd) Examination Dec-2022
MS3CO08 Marketing Management

Programme: BBA

Branch/Specialisation: Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. Which approach of marketing focuses on buying inertia of the customer by coaxing him to buy the offering? 1
(a) Product concept (b) Selling concept
(c) Marketing concept (d) Societal marketing concept
- ii. In marketing mix 4Ps may described as 4Cs, what is mean by 'C' in place of 'Place'? 1
(a) Customer solution (b) Customer cost
(c) Convenience (d) Communication
- iii. Segmentation based on attitudes, lifestyle, hobbies, risk aversion, personality, and leadership traits relates to which type of segmentation? 1
(a) Demographic (b) Psycho graphics
(c) Behavioral (d) Geographic
- iv. What DESTEP stands for? 1
(a) Demographic, Economic, Sociocultural, Technological, Ecological and Political/Legal
(b) Demographic Ecological, Sociocultural, Technological, Ecological and Political/Legal
(c) Demographic Economics, Society, Technological, Ecological and Political/Legal
(d) Demographic Ecological, Society, Technological, Economical and Political/Legitimate

P.T.O.

[2]

- v. The important decisions of promotion mix is not related to- **1**
 (a) Selecting advertising media
 (b) Selecting promotional techniques
 (c) Publicity measures and public relations
 (d) Satisfying customers
- vi. Which is not the key function of physical distribution? **1**
 (a) Inventory control (b) Transportation and logistics
 (c) Packaging and materials (d) Purchase from suppliers
- vii. The consumers are driven by best deal and upselling techniques **1**
 are:
 (a) Loyal consumer (b) Discount driven consumer
 (c) Need based consumer (d) Habitual consumer
- viii. A person's _____ consist(s) of all the groups that have a direct **1**
 (face-to-face) or indirect influence on his/her attitudes or behavior.
 (a) Subculture (b) Family
 (c) Social class (d) Reference groups
- ix. _____ is a system in which marketing data is formally gathered, **1**
 stored, analyzed and distributed to managers in accordance with
 their informational needs on a regular basis.
 (a) Management information system
 (b) Marketing information system
 (c) Manufacturing information system
 (d) Personnel management system
- x. _____ involves the use of small-sample, unstructured data **1**
 collection methods, such as focus groups, personal interviews,
 case studies, and other techniques.
 (a) Quantitative research (b) Qualitative research
 (c) Informative research (d) Experiential research
- Q.2 i. What are the advantages of virtual marketing? **2**
 ii. What is the role and function of marketing manager? **3**
 iii. Write on recent trends in marketing. **5**
- OR iv. What is green marketing? Explain green marketing strategies of **5**
 any two companies?

[3]

- Q.3 i. Explain behavioural segmentation with the help of example. **2**
 ii. What is environment scanning? What is the importance and **8**
 components of environment scanning? Also explain DESTEP
 analysis?
- OR iii. Explain the benefits and disadvantages of market segmentation. **8**
 Write down different ways of effective market segmentation?
- Q.4 i. Give advantages and disadvantages of product line extension. **3**
 ii. What is Branding? What are the major four brand decisions? **7**
- OR iii. What are the different types and methods of pricing strategies? **7**
 What are the internal and external factors that affect pricing
 decisions?
- Q.5 i. What are the factors that influence consumer behaviour? **4**
 ii. What is consumer decision making? What are the different steps **6**
 in consumer decision making process?
- OR iii. What is CRM? What are the components, advantages and **6**
 disadvantages of CRM?
- Q.6 Attempt any two:
 i. What is marketing information system? What are the components **5**
 of marketing information system?
 ii. Why market research is useful in management? **5**
 iii. What is market research? What are the different types of market **5**
 research?

Marking Scheme
MS3CO08 Marketing Management

Q.1	i.	Which approach of marketing focuses on buying inertia of the customer by coaxing him to buy the offering? (b) Selling concept	1
	ii.	In marketing mix 4Ps may described as 4Cs, what is mean by 'C' in place of 'Place'? (c) Convenience	1
	iii.	Segmentation based on attitudes, lifestyle, hobbies, risk aversion, personality, and leadership traits relates to which type of segmentation? (b) Psycho graphics	1
	iv.	What DESTEP stands for? (a) Demographic, Economic, Sociocultural, Technological, Ecological and Political/Legal	1
	v.	The important decisions of promotion mix is not related to- (d) Satisfying customers	1
	vi.	Which is not the key function of physical distribution? (d) Purchase from suppliers	1
	vii.	The consumers are driven by best deal and upselling techniques are: (b) Discount driven consumer	1
	viii.	A person's _____ consist(s) of all the groups that have a direct (face-to-face) or indirect influence on his/her attitudes or behavior. (d) Reference groups	1
	ix.	_____ is a system in which marketing data is formally gathered, stored, analyzed and distributed to managers in accordance with their informational needs on a regular basis. (b) Marketing information system	1
	x.	_____ involves the use of small-sample, unstructured data collection methods, such as focus groups, personal interviews, case studies, and other techniques. (b) Qualitative research	1
Q.2	i.	Any two advantages of virtual marketing	2
	ii.	Role of marketing manager Function of marketing manager	1.5 marks 1.5 marks 3
	iii.	Recent trends in marketing	5

OR	iv.	As per the explanation Green marketing Green marketing strategies of any two companies	1 mark 4 marks	5
Q.3	i.	Behavioural segmentation Example	1 mark 1 mark	2
	ii.	Environment scanning Importance of environment scanning Components of environment scanning DESTEP analysis	1 mark 2 marks 2 marks 3 marks	8
OR	iii.	Benefits of market segmentation Disadvantages of market segmentation Different ways of effective market segmentation	2 marks 2 marks 4 marks	8
Q.4	i.	Advantages of product line extension Disadvantages of product line extension	1.5 marks 1.5 marks	3
	ii.	Branding Major four brand decisions	1 mark 6 marks	7
OR	iii.	Different types of pricing strategies Methods of pricing strategies Internal factors that affect pricing decisions External factors that affect pricing decisions	2 marks 2 marks 1.5 marks 1.5 marks	7
Q.5	i.	Four factors that influence consumer behaviour Consumer decision making Steps in consumer decision making process	 1 mark 5 marks	4 6
	ii.			
OR	iii.	CRM Components of CRM Advantages of CRM Disadvantages of CRM	1 mark 2 marks 1.5 marks 1.5 marks	6
Q.6	Attempt any two:			
	i.	Marketing information system Components of marketing information system	1 mark 4 marks	5
	ii.	Why market research is useful in management As per the explanation		5
	iii.	Market research Different types of market research	1 mark 4 marks	5
