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At eBay, the prices for the Yamaha home theatre receiver started at \$419 and moved up to \$599; the Sony digital camera prices ranged from \$305 to \$430.

Thus, it appears from analyzing these two products alone that the lowest prices are available through both channels, but the high- end prices are lower at eBay. eBay displays similar products similar products together on the same page, which may explain why the range of prices found on eBay is narrower than that on Bizrate.

Product	Bizrate		eBay	
	Low	High	Low	High
Sony digital Camera	\$326	\$629	\$305	\$430
Yamaha home theatre receiver	\$400	\$678	\$419	\$599

Questions:

- How has the Internet changed price competition for well-known, branded products?
- Would the nature of price competition on the Internet be different if we had looked for competition for commodities or esoteric luxury products?
- Do you think this accessibility to detailed price comparisons has reduced price competition, such that all seller price at the same level?
- What assumptions do you tend to make about a product that seems priced very low? Very high?

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Total No. of Questions: 7

Total No. of Printed Pages:4

Enrollment No.....



Faculty of Management Studies

End Sem (Even) Examination May-2019

MS5CO07 Marketing Management

Programme: MBA

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. Marketing myopia is to pay attention to 1
  - Product offered by company
  - Benefits produced by products
  - Experiences associated with products
  - None of these
- ii. Company focuses on product improvements on continuous basis in marketing concept called 1
  - The product concept
  - The production concept
  - The selling concept
  - None of these
- iii. Segmentation on basis of values and attitudes and behavioral patterns is an example of 1
  - Geographic location
  - Cultural factors
  - Economic factors
  - Political and legal factors
- iv. Segmentation of international markets on basis of monetary regulations is an example of 1
  - Geographic location
  - Cultural factors
  - Economic factors
  - Political and legal factors
- v. Pricing strategy used to set prices of products that are must be used with main product is called 1
  - Optional product pricing
  - Product line pricing
  - Competitive pricing
  - Captive product pricing
- vi. Total number of product items included in product mix is classified as 1
  - Depth of product mix
  - Consistency of product mix
  - Width of product mix
  - Length of product mix

P.T.O.

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- vii. Strategy of distribution in which seller limits its dealers to not to sell any competitors products is classified as **1**  
 (a) Exclusive distribution (b) Exclusive dealing  
 (c) Inclusive distribution (d) Intensive distribution
- viii. System which calls for managing, motivating, selecting and evaluating performance of marketing channels over time is called **1**  
 (a) Vertical management  
 (b) Horizontal management  
 (c) Marketing channel management  
 (d) Distribution management
- ix. Marketer, who finds a stated need and fulfills it with best market offering is classified as **1**  
 (a) Responsive marketers (b) Anticipative marketers  
 (c) Creative marketers (d) Market driven marketers
- x. One who offers market leader's product and improves it is classified as **1**  
 (a) Imitator (b) Adapter (c) Counterfeiter (d) Cloner
- Q.2 i. What are the various ways of creating customer delight? **2**  
 ii. Explain Customer Value chain with diagrammatic representation. **6**  
 OR iii. Describe marketing mix elements with examples. **6**
- Q.3 i. What are the criteria for effective segmentation? **3**  
 ii. Explain various types of positioning strategies with examples. **5**  
 OR iii. Describe the basis of segmentation. **5**
- Q.4 i. How packaging plays an important role in attracting the customer to buy the product. **3**  
 ii. Explain various stages of product lifecycle. **5**  
 OR iii. Briefly describe pricing strategies. **5**
- Q.5 i. What are the functions of distribution channels? **2**

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- Attempt any two:
- ii. What is the difference between advertising and sales promotion? **3**  
 iii. Explain various levels of distribution channels. **3**  
 iv. Elaborate role of social media in IMC (Integrated Marketing Communication). **3**
- Q.6 Attempt any two:  
 i. Explain market challengers' strategies. **4**  
 ii. What is niche market and its characteristics? **4**  
 iii. Comment how companies are doing socially responsible marketing with examples. **4**
- Q.7 Case Study- Read the case and answer the question given at the end. **10**  
**FINDING THE BEST PRICE: BIZRATE VERSUS EBAY**  
 Economists point to auction Web sites such as eBay as the best means to represent the value that the value of any given product, because the price is determined solely by the value that the consumer attaches to it. That is, the value of item is accurately reflected in the price paid. Thus, the price paid for items on eBay must be some of the lowest prices available right?  
 Recently, various Internet search engines, such as www.shopzilla.com, www. Pricegrabber.com, and www.pricescan.com, have gained popularity. Perhaps one of the most popular is www.bizrate.com.  
 Do auction Web sites or price search engines really give consumers the lowest price? To address this question, we performed searches using both Bizrate and eBay for two specific products: a sony model DSC-H9 Cyber-shot digital camera and a Yamaha home theatre receiver, model RX-V861. At bizzrate.com, We found nine stores that sold the Yamaha home theatre receiver at prices ranging from a low of \$400 to a high of \$678. For the Sony camera, we found three stores offering it at price from \$326 to \$629.

P.T.O.

**Marking Scheme**  
**MS5CO07 Marketing Management**

Q.1	i.	Marketing myopia is to pay attention to	<b>1</b>
		(a) Product offered by company	
	ii.	Company focuses on product improvements on continuous basis in marketing concept called	<b>1</b>
		(a) The product concept	
	iii.	Segmentation on basis of values and attitudes and behavioral patterns is an example of	<b>1</b>
		(b) Cultural factors	
	iv.	Segmentation of international markets on basis of monetary regulations is an example of	<b>1</b>
		(d) Political and legal factors	
	v.	Pricing strategy used to set prices of products that are must be used with main product is called	<b>1</b>
		(d) Captive product pricing	
Q.2	vi.	Total number of product items included in product mix is classified as	<b>1</b>
		(d) Length of product mix	
	vii.	Strategy of distribution in which seller limits its dealers to not to sell any competitors products is classified as	<b>1</b>
		(b) Exclusive dealing	
	viii.	System which calls for managing, motivating, selecting and evaluating performance of marketing channels over time is called	<b>1</b>
		(c) Marketing channel management	
	ix.	Marketer, who finds a stated need and fulfills it with best market offering is classified as	<b>1</b>
		(a) Responsive marketers	
	x.	One who offers market leader's product and improves it is classified as	<b>1</b>
		(b) Adapter	
Q.2	i.	Two ways of creating customer delight	<b>2</b>
	ii.	Customer Value chain with diagrammatic representation.	<b>6</b>
OR		Diagram	2 marks
		Explanation	4 marks
	iii.	Marketing mix elements	4 marks
		Examples.	2 marks

Q.3	i.	Any three criteria for effective segmentation	<b>3</b>
		1 mark for each criterion (1 mark * 3)	
	ii.	Types of positioning strategies with examples.	<b>5</b>
		1 mark for each strategy (1 mark * 5)	
OR	iii.	Any four basis of segmentation	<b>5</b>
		1 mark for each (1 mark * 4) 4 marks	
		Examples	1 mark
Q.4	i.	Packaging plays an important role (any three)	<b>3</b>
		1 mark for each (1 mark * 3)	
	ii.	Stages of product lifecycle.	<b>5</b>
		Diagram 1 mark	
		Four stages 1 mark each (1 mark * 4)	4 marks
OR	iii.	Any five pricing strategies.	<b>5</b>
		1 mark for each (1 mark * 5)	
Q.5	i.	Any two functions of distribution channels	<b>2</b>
		Attempt any two:	
	ii.	Any three difference between advertising and sales promotion	<b>3</b>
		1 mark for each (1 mark * 3)	
	iii.	Any three levels of distribution channels.	<b>3</b>
		1 mark for each (1 mark * 3)	
	iv.	Any three roles of social media in IMC	<b>3</b>
		1 mark for each (1 mark * 3)	
Q.6		Attempt any two:	
	i.	Any four market challengers' strategies.	<b>4</b>
		1 mark for each (1 mark * 4)	
	ii.	Definition of niche market	2 marks
		Its characteristics	2 marks
	iii.	Explanation of CSM	2 marks
		Examples	2 marks

Q.7

Questions:

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- (a) How has the Internet changed price competition for well-known, branded products? 2 marks
- (b) Would the nature of price competition on the Internet be different if we had looked for competition for commodities or esoteric luxury products? 2 marks
- (c) Do you think this accessibility to detailed price comparisons has reduced price competition, such that all seller price at the same level? 2 marks
- (d) What assumptions do you tend to make about a product that seems priced very low? Very high? 4 marks