

Enrollment No.....



Faculty of Management Studies  
End Sem (Even) Examination May-2022  
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. A \_\_\_\_\_ is anything that can be offered to a market to satisfy a want or need. **1**  
 (a) Management goal (b) Product  
 (c) Service (d) Demand
- ii. If actual performance exceeds the expected performance of the product, then customer is- **1**  
 (a) Satisfied (b) Dissatisfied  
 (c) Delighted (d) Neutral
- iii. Gender is one of the examples of which market segmentation variable? **1**  
 (a) Psychographic (b) Behavioural  
 (c) Geographic (d) Demographic
- iv. Dividing the consumer market into domestic users and foreign users is an example of- **1**  
 (a) Undifferentiated marketing (b) Market segmentation  
 (c) Custom marketing (d) Benefit segmentation
- v. Bread and milk are which kind of products? **1**  
 (a) Convenience products (b) Specialty Products  
 (c) Shopping products (d) Unsought products
- vi. Market-penetration pricing strategy can be adopted when **1**  
 (a) Market is highly price sensitive  
 (b) Low price stimulates market growth  
 (c) Both (a) & (b)  
 (d) None of these
- vii. The promotion "P" of marketing is also known as \_\_\_\_\_. **1**  
 (a) Product Differentiation (b) Cost  
 (c) Distribution (d) Marketing Communication

P.T.O.

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viii.	Which of the following is not an element of the marketing mix?	1
	(a) Distribution (b) Product	
	(c) Target market (d) Pricing	
ix.	In hypothetical market structure, firms from highest market share to lowest market share can be classified as:	1
	(a) Market leader, Follower, Challenger, Nichers	
	(b) Market leader, Nichers, Challenger, Followers	
	(c) Market leader, Challenger, Follower, Nichers	
	(d) Market nichers, Follower, Challenger, Leader	
x.	An organization that wants to maintain its market share without rocking the boat is-	1
	(a) Market leader (b) Market challenger	
	(c) Market nicher (d) Market follower	
Q.2	i. Differentiate between marketing and selling.	3
	ii. Design marketing mix (4Ps) for “Restaurant” going to be launched in India after CORONA effect.	5
OR	iii. Discuss any five macro environmental factors affecting marketing with an example.	5
Q.3	i. Elaborate the concept of market targeting.	2
	ii. Define segmentation. Explain the bases of segmentation with an example.	6
OR	iii. What do you mean by positioning? Also explain various differentiation tools with examples.	6
Q.4	i. Define product length, width & depth of the product mix.	3
	ii. Discuss product life cycle with its marketing strategies for each stage.	5
OR	iii. Explain pricing strategies with examples. (Any five).	5
Q.5	i. Differentiate between personal selling & sales promotion. Attempt any two:	2
	ii. Discuss the tools of IMC.	3
	iii. Discuss social media marketing with an example.	3
	iv. Why mobile marketing is getting importance now a days.	3

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Q.6	Write short note on any two:	
	i. Marketing followers and market nichers	4
	ii. Rural marketing	4
	iii. Green marketing	4
Q.7	Case Study - Vicks: Touch of care	
	Vicks’ latest advertisement titled ‘Touch of Care’ weaves together two controversial topics - adoption and transgender rights - to create a beautiful story, that will stay with you longer than its 3-minute run time. This is Gauri Sawant’s story, a transgender and an activist, who adopts orphaned Gayatri and fights against societal stigma to raise her as her own child.	
	Based on a true story, the video opens with Gayatri on her way to boarding school, recounting how she met her adoptive mother. Directed by Neeraj Ghaywan of Masaan fame, the ad subtly brings to the fore the fact that Gauri sends off her daughter to keep her from witnessing the atrocities she is forced to endure every day. “My Civics book says that everyone is entitled to basic rights. Then why is my mother denied them? That’s why I want to become a lawyer, not a doctor -- for my mother,” questions Gayatri.	
	Conceptualised by Publicis Singapore for Procter & Gamble, the video shows how Gayatri, at the age of 6, loses her biological mother, due to HIV AIDS. The narrative ends with Gayatri vowing to grow up and become a lawyer to ensure equal rights for her mother, for transgenders in India. Gayatri and Gauri’s story lives on with the idea that “Family is where Care is”. Uploaded on Vicks India’s YouTube channel on March 29, the video had viral over 6.9 lakh views so far.	
	Questions:	
	(a) What are the reasons for going viral the Vicks new ad “Touch of care”?	5
	(b) ‘Family is where Care is’. Justify this statement with the relationship between Gauri and Gayatri in above advertisement.	5

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

Q.1	i.	A _____ is anything that can be offered to a market to satisfy a want or need.	1
		(b) Product	1 mark
	ii.	If actual performance exceeds the expected performance of the product, then customer is-	1
		(c) Delighted	1 mark
	iii.	Gender is one of the examples of which market segmentation variable?	1
		(d) Demographic	1 mark
	iv.	Dividing the consumer market into domestic users and foreign users is an example of-	1
		(b) Market segmentation	1 mark
	v.	Bread and milk are which kind of products?	1
		(a) Convenience products	1 mark
	vi.	Market-penetration pricing strategy can be adopted when	1
		(c) Both (a) & (b)	1 mark
	vii.	The promotion "P" of marketing is also known as _____.	1
		(d) Marketing Communication	1 mark
	viii.	Which of the following is not an element of the marketing mix?	1
		(c) Target market	1 mark
	ix.	In hypothetical market structure, firms from highest market share to lowest market share can be classified as:	1
		(c) Market leader, Challenger, Follower, Nichers	1 mark
	x.	An organization that wants to maintain its market share without rocking the boat is-	1
		(d) Market follower	1 mark
Q.2	i.	Any three differences	(1 mark * 3) 3
	ii.	Marketing mix (4Ps) (1 mark each for each P)	(1 mark * 4) 5
		Description for restaurant	1 mark
OR	iii.	Any five macro environmental factors	(1 mark * 5) 5
Q.3	i.	Concept of market targeting (any two points)	(1 mark * 2) 2
	ii.	Define segmentation	2 marks 6
		Any four bases of segmentation	(1 mark * 4)
OR	iii.	Meaning of positioning	2 marks 6

		Any four various differentiation tools	(1 mark * 4)	
Q.4	i.	Product length	1 mark	3
		Width of the product mix	1 mark	
		Depth of the product mix	1 mark	
	ii.	Product life cycle with diagram	1 mark	5
		Its marketing strategies for four stages	(1 mark * 4)	
OR	iii.	Any five Pricing strategies	(1 mark * 5)	5
Q.5	i.	Any two differences	(1 mark * 2)	2
		Attempt any two:		
	ii.	Any three tools of IMC	(1 mark * 3)	3
	iii.	Any three points of social media marketing	(1 mark * 3)	3
	iv	Any three points of mobile marketing	(1 mark * 3)	3
Q.6		Write short note on any two:		
	i.	Marketing followers	2 marks	4
		Market nichers	2 marks	
	ii.	Any four points on rural marketing	(1 mark * 4)	4
	iii.	Any four points on green marketing	(1 mark * 4)	4
Q.7		Case Study - Vicks: Touch of care		
		(a) Any five reasons	(1 mark * 5)	5
		(b) Any five points	(1 mark * 5)	5

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