

# MG 1002: Marketing Management

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## Course Instructors

Tanzeela Aqif

BS(CS) Section- A-B

Serial No:

## Sessional Exam-II

Total Time: 1 Hour

Total Marks: 50

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	19	8	8	(16)
Total Marks	10	20	10	10	50

24

49

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 ✓

- 7) The business marketer normally deals with \_\_\_\_\_ than the consumer marketer does.
- A) 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  
 E) 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) 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  
 D) influencer  
 E) decider

**Label the answer in the column**

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

→ D

Question 2 [20]  
Short Question Answers

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

- (i) Consumer Markets are normally elastic in nature, whereas, Business Markets are ~~not~~ in-elastic.
- (ii) In Consumer Markets, the number of buyers is large but the volume sold to each buyer is small, whereas, in the case of Business Markets the number of buyers is small but the volume sold to each buyer is large. ✓
- (iii) In Business Markets, the buying process is professional, and mostly defined by the organizations' strategies, whereas, in case of Consumer Markets, the process is more personal.
- (iv) Business Markets are slow-paced whereas consumer Markets are fast paced since they run on individual levels.

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

- (i) User : The consumer who uses the product.
- (ii) Gatekeeper : Controls the flow of information.

(iii) Buyer : Has the formal authority to make the purchase.

(iv) Deciders : Has the formal authority to decide what to buy.

(v) Influencers : Formally or informally affect the purchase decision.

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

Customer Insights can be used in various ways for a business to better itself such as,

- Customer Relationship Management

Better insights allow to build relationships. The wants of the consumer can be better studied against what the business is offering.

• Customer Journey Mapping : The interactions, whether physical or digital, the consumer has had with the business can be used to make customer experience better.

• Targeted Ads Campaign : Marketing Campaign show more effectiveness when shown to the relevant audience.

• Customer & Market Trends : Studying how consumers react to various types of stimuli allow to make better marketing campaigns for the future.

4. Explain the significance of business analytics in organizations. Provide specific examples of how businesses can leverage analytics to improve decision-making and enhance their competitive advantage. [4]

Business Analytics provide constant insights which can be utilized in following ways,

• Real-Time Marketing : Allowing organic movements to be utilized for the benefit of the business, quicker pivoting of marketing campaigns.

• Competitive Analysis : Readily gain insights regarding markets and opponents. If an opponent launches a campaign, a counter-campaign can be readily launched.

• Customer Feedback : A business can gain instant insights about consumers reviews to make data backed decisions.

• Automation : Businesses can automate chatbots & customer experiences.

5. Describe the stages of the product life cycle and how marketing strategies change during a product's life cycle. [4]

- Product Development: The product is being developed and since it has been launched yet, the Marketing strategies consist of assessing the user needs.
- Introduction: The product is newly launched and profits are none to zero. Marketing strategies at this point consists of bringing awareness to the product & recognizing market reactions.
- Growth: At this stage, sales quickly grow, breakeven is crossed & net profit occurs. Marketing consists of differentiating the product from competitors.
- Maturity: Sales & profit rate slow down. Strategies consist of modifying the market, product or the marketing mix.
- Decline: Sales & profit start to fall off. Strategies consist of either pulling product out, reducing production cost or persisting the market.

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.

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

• Advantages :

- Reduces the number of middlemen, allowing sellers to offer lower prices which benefits buyers as well.
- Reduces corruption. Specifically, in govt. markets the greater documentation (digital) associated with e-procurement reduces corruption, saving tax money & giving fair chance to sellers.
- Reduces Time : Significantly reduces the purchase time as all info is readily available.

• Disadvantages :

- Lack of loyalty : Since e-procurement prioritizes cost & time, old sellers / buyers maybe left behind.
- Traditional business : Businesses which don't use tech won't be able to participate.

## 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.

### • Research Process :

1. Identify consumer pain points. Quality of aircraft, seats, interior etc.
2. Identify pre-existing air routes which are overburdened with demand.
3. Identify new routes.
4. Identify possible collaboration with other airlines.

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### • Buying Process :

1. Upon the identification of number of air routes needed and previous air fleet, decide the purchase of new aircraft.
2. Consult technicians, review previous aircrafts, list of suppliers and pilots in the context of air routes.

3. Purchase Air fleet accordingly  
(leasing or new purchase)

• Expansion

1. Introduce & implement new air routes.

2. Launch marketing campaigns through media and digital media.

3. Get reviews from influencers.

4. Launch partnerships with other airlines to offer better international coverage.

5. Focus on economy class in planes. ~~Exit out of~~ From business & first class sections, only offer former, since majority of local populace travels in economy class or at max business class.

• Enjoy the results !!