

Program: B. Tech. Stream: Computer Science & Year: Fourth Semester: VIII
Business Systems

Subject: Marketing Research & Marketing

Time: 45 Minutes. (11 to 11:45

Management

AM)

Date: 16-01-2023

No. of Pages:

Marks: 20

Test-I (Set A)

Instructions: Candidates should read carefully the instructions.

- 1) Answer to each new question to be started on a fresh page.
- 2) Figures in brackets on the right hand side indicate full marks.
- 3) Assume Suitable data if necessary.
- 4) Question no.1 is compulsory.
- 5) Solve any three questions from the remaining questions.

Q1	Answer briefly (Each question is for two marks):		[08]									
CO- 1; BL- 2	a.	<p>Explain the concept of Marketing Management.</p> <p>Marketing Management is the art and science of choosing target markets and getting, keeping and growing customers through <u>creating</u>, <u>delivering</u> and <u>communicating</u> superior customer value</p>	[02]									
CO- 1; BL- 1	b.	<p>What are the different types of consumer buying decision behavior?</p> <table><tr><td></td><td>High Involvement</td><td>Low Involvement</td></tr><tr><td>Significant Difference Between Brands</td><td>Complex Buying Behavior (Big Task)</td><td>Variety-Seeking' Buying Behavior (Modified Rebuy)</td></tr><tr><td>Few Difference Between Brands</td><td>Dissonance Reducing Behavior (New Task)</td><td>Habitual Buying Behavior (Straight Rebuy)</td></tr></table>		High Involvement	Low Involvement	Significant Difference Between Brands	Complex Buying Behavior (Big Task)	Variety-Seeking' Buying Behavior (Modified Rebuy)	Few Difference Between Brands	Dissonance Reducing Behavior (New Task)	Habitual Buying Behavior (Straight Rebuy)	[02]
	High Involvement	Low Involvement										
Significant Difference Between Brands	Complex Buying Behavior (Big Task)	Variety-Seeking' Buying Behavior (Modified Rebuy)										
Few Difference Between Brands	Dissonance Reducing Behavior (New Task)	Habitual Buying Behavior (Straight Rebuy)										
CO- 1; BL- 1	c.	<p>Describe in brief the characteristics of services.</p> <p><u>Intangibility:</u></p>	[02]									

		<ul style="list-style-type: none">▶ Services cannot be seen, tasted, felt, heard, or smelled before they are bought▶ E.g. Healthcare, Finance, Consultancy <p><u>Inseparability:</u></p> <ul style="list-style-type: none">▶ Services are typically produced and consumed simultaneously and can't be inventoried like tangible goods <p>E.g. Hotel, Haircut, Cinema</p> <p><u>Variability:</u></p> <ul style="list-style-type: none">▶ The quality of services depends on who provides them, when, where, and to whom <p>E.g. Education, Financial Advisory, Consultancy</p> <p><u>Perishability:</u></p> <ul style="list-style-type: none">▶ Services cannot be stored and get affected due to demand fluctuations									
CO- 1; BL- 2	d.	<p>Explain the concept of selling.</p> <table><thead><tr><th>Selling</th></tr></thead><tbody><tr><td>Selling focuses on convincing customers to purchase company's products i.e. converting 'products' into "Money".</td></tr><tr><td>Selling revolves around needs & interest of seller (Company)</td></tr><tr><td>'Sales' is the primary motive.</td></tr><tr><td>Selling involves 'Push' strategy</td></tr><tr><td>Selling considers an inside-out perspective</td></tr><tr><td>Selling is a narrow concept and a part of marketing</td></tr><tr><td>Selling and conversational skills are required.</td></tr></tbody></table>	Selling	Selling focuses on convincing customers to purchase company's products i.e. converting 'products' into "Money".	Selling revolves around needs & interest of seller (Company)	'Sales' is the primary motive.	Selling involves 'Push' strategy	Selling considers an inside-out perspective	Selling is a narrow concept and a part of marketing	Selling and conversational skills are required.	[02]
Selling											
Selling focuses on convincing customers to purchase company's products i.e. converting 'products' into "Money".											
Selling revolves around needs & interest of seller (Company)											
'Sales' is the primary motive.											
Selling involves 'Push' strategy											
Selling considers an inside-out perspective											
Selling is a narrow concept and a part of marketing											
Selling and conversational skills are required.											
Answer any three questions from Q2 to Q5 (Each question is for four marks)											
Q2 CO- 1; BL- 2		<p>Discuss different types of Needs.</p> <ul style="list-style-type: none">▶ Stated Needs (The Customer wants an inexpensive car)▶ Real Needs (The customer wants a car whose operating cost is low & not the initial price)	[04]								

Page 12

		<ul style="list-style-type: none"> ▶ Unstated Needs (The customer expects good service from the dealer) ▶ Delight Needs (The customer would like the other dealer to include an onboard GPS navigation system) ▶ Secret Needs (The customer wants friends to see him/ her as a savvy consumer) 	
Q3 CO- 1; BL- 2		<p>Describe importance of marketing in the service sector.</p> <ul style="list-style-type: none"> ▶ Helps in Differentiating the Service Organization ▶ Enables firms in communicating the intangible aspect of Service ▶ Assists in Affecting Customers' Perception ▶ Helps in Building Relationships ▶ Useful to justify the Price being charged ▶ Enables firms in demonstrating the Process 	[04]
Q4 CO- 1; BL- 2		<p>Explain factors affecting consumer buying behavior.</p> <ul style="list-style-type: none"> • Cultural <ul style="list-style-type: none"> - Buyer's culture – fundamental determinant observed & learned by consumers (E.g. Needs, wants, preferences, perceptions) - Buyer's Subculture – provide more specific identification and socialization (E.g. religion, languages, beliefs, geographic regions) - Buyer's social class - relatively homogeneous & enduring divisions in a society, sharing similar values, interests, and behavior (E.g. Upper, Upper Middle, Middle, Lower) • Economical <ul style="list-style-type: none"> - Income (Stages of Career) - Price (Offers/ PLC stages) - Marginal Utility (PC vs. Laptop, D2H vs. OTT) 	[04]

		<ul style="list-style-type: none"> • Psychological <ul style="list-style-type: none"> - Motivation - Learning (from the past experience) - Perception • Social <ul style="list-style-type: none"> - Reference groups (Membership groups, Aspirational groups, Opinion leader) - Family - Roles and Status (Occupation, Designation) • Personal <ul style="list-style-type: none"> - Age - Occupation - Life Style 	
Q5 CO- 1; BL- 2		<p>Describe Needs & Trends in Marketing environment</p> <ul style="list-style-type: none"> ● <u>Fad</u>: Unpredictable, short-lived, and without social, economic, and political significance - quickly gains in popularity and may fade just as quickly ● <u>Trend</u>: Reveal the shape of the future and can provide strategic direction - more predictable and durable than a fad ● <u>Megatrend</u>: large social, economic, political, and technological change that is slow to form, and once in place, influences for long time 	[04]