Enrolment No.: ...............................

IIHMR UNIVERSITY

## School of Development Studies

## MBA Development Management
## Batch-04th (2024-2026)
## First Year, Term 1, End Term Examinations, December 2024

## CC – 608 Marketing Management

**Time - 3 Hour** **Maximum Marks: 50 (Minimum Marks: 20)**

**Instructions to students:**

- **This question paper contains 2 printed pages.**
- **Don't write anything on the Question Paper except writing your Enrolment No.**

**Part A** **(Maximum Marks: 5)**

**Q1. Choose the correct option for the following (1 mark each):**

**(a).** ________ is a process to obtain information about the preferences, opinions, habits, trends and plans of potential customer.

(i) Market penetration
(ii) Market research
(iii) Market positioning
(iv) None of these

**(b).** Frame of reference is ______.

(i) a benchmark against which customers can evaluate the benefits of company's offering.
(ii) to attributes or benefits that are unique to company's offering
(iii) identify the key decision-makers and influencers involved in the organizational buying process.
(iv) to analyze the importance of building strong relationships with organizational buyers to drive repeat business

**(c).** ______ concept centers on the belief that consumers are more likely to buy products that offer the highest quality, performance, or innovative features.

(i) Product concept
(ii) Production concept
(iii) Production cost expansion concept
(iv) Marketing concept

**(d).** Why is the concept of integrated marketing communications (IMC) growing in popularity?

(i) The proliferation of thousands of media choices beyond traditional media has made promotion a complicated task.
(ii) The mass market has fragmented.
(iii) Critics of promotion have suggested that uncoordinated promotion is wasteful and inefficient.
(iv) Marketers have slashed their advertising spending in favor of promotional techniques that generate immediate sales responses and have more easily measured effects.
(v) All of these statements help to explain why IMC is growing in popularity.

**(e).** Catalogues, sponsored events, and digital media presence are closely associated with the marketing mix activity of?

(i) Product development
(ii) Pricing
(iii) Promotion
(iv) Sales

3

Enrolment No.: ..............................

## Part B

**(Maximum Marks: 15)**

**Answer any three of the following questions in detail (5 marks each).**

**Q2** Describe the bases that you will use in segmenting the market for the following products: i) Hair dryer ii) Low calorie sweetener.

**Q3.** Explain with relevant example concept of green marketing and its relevant in today's era.

**Q4.** Tupperware, a direct selling company entered India in November 1996. Tupperware adopted a three-tier network structure. At the lowest level was the Dealer. One rank above the dealer was the Manager who operated a team of six dealers. The manager also had to sell like the dealers, in addition to motivating and training dealers. She got a commission on the sales of her team. Tupperware's famed 'Party Plan' strategy helped the company to connect with potential customers and generate sales from products which were priced at a premium as compared to similar products in the market. The company entered into tie-ups with FMCG players like P&G to increase visibility in the market.

What is unique about Tupperware's marketing? Do you think Tupperware should adhere to its present strategy in the current scenario?

**Q5** Explain with relevant example various social factors affecting consumer buying behaviour.

## Part C

**(Maximum Marks: 30)**

**Answer any three of the following questions in detail (10 marks each).**

**Q6.** Explain the concept of PLC (product life cycle) with a diagram. Taking an example of any consumer product, discuss how the marketing mix strategy would vary during different stages of the PLC.

**Q7.** Compare and contrast market skimming pricing with market penetration pricing with suitable examples, and state conditions under which each can be deployed. For each of the following products should the seller adopt a market skimming or a market penetration pricing strategy. A. A high-technology kitchen chimney
B. A high fiber enriched box of cookies.

**Q8.** Discuss various micro and macro factors affecting Marketing environment. What techniques can be used to evaluate the marketing environment? Explain the macro-environmental forces affecting the marketing program of IKEA.

**Q9.** Explain the various channels of distribution with their advantages and disadvantages. What channel of distribution would you suggest for a small entrepreneur starting her own business selling gourmet chocolates?

EXAMINATION CELL
IIHMR

4