

Presidency University, Bengaluru
School of Management

II Semester 2015-2016 Comprehensive Course: **MBA A 106 Marketing Management**

(Closed Book)

Max Marks: 80 Max Time: 3 Hours Weightage: 40 % 23 May 2016 **Set A**

Part A

10 Questions X 2 Marks each = 20 Marks

1. Marketing planning begins with the formulation of an offering to _____ target customers' needs or wants.
 - a. exceed
 - b. meet
 - c. capture
 - d. compete with
 - e. comprehend
2. The five product levels constitute a _____. At each level more customer value is added.
 - a. customer augmented product
 - b. customer consumption system
 - c. customer value hierarchy
 - d. customer perceived value
 - e. customer hierarchy
3. Examples of products such as insurance, cemetery plots, and smoke detectors, are examples of _____ that are products that the consumer does not know about or does not normally think of buying.
 - a. specialty goods
 - b. unsought goods
 - c. heterogeneous shopping goods
 - d. homogeneous shopping goods
 - e. none of the above
4. Capital items are long-lasting goods that facilitate developing or managing the finished product. They include two groups: installations and _____.
 - a. natural products
 - b. component materials
 - c. operating supplies

- d. equipment
 - e. none of the above
5. A _____ is the set of all products and items a particular seller offers for sale.
- a. product line
 - b. product mix
 - c. family of products
 - d. product system
 - e. product class
6. Companies that wish to enter the high end of the market can introduce products that cater to that market. This is an example of _____.
- a. down-market stretch
 - b. up-market stretch
 - c. maintenance
 - d. product-line length
 - e. none of the above
7. As a marketing manager, you have decided to pursue new customers with your established products. Specifically, the new customers that you want are those who might use the product but do not at present. Which of the following strategies is recommended to pursue such a customer market?
- a. Market-penetration strategy
 - b. New-market segment strategy
 - c. Geographical-expansion strategy
 - d. Needs-assessment strategy
 - e. Consolidation strategy
8. All marketing strategy is built on STP—segmentation, targeting, and _____.
- a. positioning
 - b. product
 - c. planning
 - d. promotion
 - e. performance
9. _____ are associations that are not necessarily unique to the brand but may in fact be shared with other brands.
- a. Points-of-parity
 - b. Points-of-difference
 - c. Brand cells
 - d. Brand positions
 - e. Points-of-competitive field
10. Brands that meet consumers' initial buying criteria are called the _____.
- a. total set
 - b. awareness set
 - c. consideration set
 - d. choice set
 - e. decision set

Part B

6 Questions X 5 Marks each = 30 Marks

11. In planning its market offering, the marketer must address the five product levels of the customer value hierarchy. Describe the "customer value hierarchy" and identify the five levels of product contained within.
12. Industrial-goods can be classified in terms of how they enter the production process and their relative costliness. Explain the three groups of industrial goods.
13. Product-line length is important for a company in its pursuit of profit opportunities and is composed of line stretching. Explain the concept of line stretching and the three uses for it.
14. The four product-mix dimensions are width of a product mix, the depth of a product mix, the length, and consistency allows the firm to plan its product strategies. How can these four dimensions affect product and corporate strategy?
15. Michael Porter has identified five forces that determine the intrinsic long-run attractiveness of a market or market segment. Briefly, list and characterize those forces.
16. With respect to positioning, explain points-of-parity and points-of-difference.

Part C

3 Questions X 10 Marks = 30 Marks

17. a. There are several major segmentation variables that might be used by a marketer to address a consumer market. If the marketer were to use social class, psychographic lifestyle, and readiness stage to segment its market, identify possible segmentation subcategories under each of the three. For example, if we were to segment based on usage rate, subcategories would be light user, medium user, and heavy user
- b. To be useful, market segments must rate favorably on five key criteria. What are those criteria?
18. a. Illustrate the differences between a straight rebuy, modified rebuy, and a new task purchase.
- b. List and briefly describe the seven roles played by members of a buying center.

19. a. People can emerge with different perceptions of the same object because of three perceptual processes. List and briefly characterize those processes.

b. What are the five stages of the consumer buying process?

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II Semester 2015-2016 Test 1

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Max Marks: 30

Max Time: 50 Min

Weightage: 15 %

15 Feb 2016

Set A

Q No Q 1 Write the correct alternative (5 Q x 1 M= 5M)

1

The most formal definition of marketing is _____.

- a. meeting needs profitably
- b. identifying and meeting human and social needs
- c. the 4Ps (Product, Price, Place, Promotion)
- d. an organizational function and a set of processes for creating, communicating, and delivering, value to customers, and for managing customer relationships in ways that benefit the organization and its stake holders.
- e. improving the quality of life for consumers

2. Marketing management is _____.

- a. managing the marketing process
- b. monitoring the profitability of the company's products and services
- c. selecting target markets
- d. developing marketing strategies to move the company forward
- e. the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value

3 Companies selling mass consumer goods and services such as soft drinks, cosmetics, air travel, and athletic shoes and equipment spend a great deal of time trying to establish a superior brand image in markets called _____.

- a. business markets
- b. global markets
- c. consumer markets
- d. nonprofit and governmental markets
- e. service markets

4 The _____ is practiced most aggressively with unsought goods, goods that buyers normally do not think of buying, such as insurance, encyclopedias, and funeral plots.

- a. marketing concept
- b. selling concept
- c. production concept
- d. product concept
- e. holistic marketing concept

- 5 According to Theodore Levitt, who drew a perceptive contrast between the selling and marketing concepts, _____ is preoccupied with the need to convert products into cash.
- marketing
 - selling
 - direct marketing
 - holistic marketing
 - service marketing

Q 2. Briefly answer the following

(3Q x 5M = 15M)

- Marketing has been described being both an “art” and a “science. Discuss the differences and similarities between these two marketing thrusts. Provide your theoretical response and a “real-life” example where you have seen both processes work effectively at creating customer value and loyalty
- Increasingly, a key goal of marketing is to develop deep, enduring relationships with all people or organizations that could directly or indirectly affect the success of the firm’s marketing activities. Relationship marketing has the aim of building mutually satisfying long-term relations with key parties—customers, suppliers, distributors, and other marketing partners—in order to earn and retain their business. Discuss the merits of relationship marketing. Describe in detail a company who is in business today that models relationship marketing.
- It has been suggested that the seller’s four Ps correspond to the customer’s four Cs. List and match the four Ps to the four Cs.

Q 3 What do you understand by the term “marketing orientations”. What are the major differences between the five major orientations? Answer: The orientations have changed from Product to Customer Relationships. Do you think that Marketing as a subject has changed from “creating and satisfying a demand for products, services or Ideas”? Elaborate your answers by quoting some definitions of Marketing

(10M)

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Set B

Q No Write the correct alternative (5 Q x 1 M= 5M)

- 1 One traditional depiction of marketing activities is in terms of the marketing mix or four Ps. The four Ps are characterized as being _____.
 - a. product, positioning, place, and price
 - b. product, production, price, and place
 - c. promotion, place, positioning, and price
 - d. place, promotion, production, and positioning
 - e. product, price, promotion, and place

2. The four Ps represent the sellers' view of the marketing tools available for influencing buyers. From a buyer's point of view, each marketing tool is designed to deliver a customer benefit. Robert Lauterborn suggested that the sellers' four Ps correspond to the customers' four Cs. The four Cs are _____.
 - a. customer focus, cost, convenience, and communication
 - b. customer solution, customer cost, convenience, and communication
 - c. convenience, control, competition, and cost
 - d. competition, cost, convenience, and communication
 - e. category control, cost, concept development, and competition

- 3 Holistic marketing incorporates _____, ensuring that everyone in the organization embraces appropriate marketing principles, especially senior management.
 - a. profit objectives
 - b. share of customer
 - c. internal marketing
 - d. the marketing mix
 - e. strategic planning

- 4 The _____ process consists of analyzing marketing opportunities; selecting target markets; designing marketing strategies; developing marketing programs; and managing the marketing effort.
 - a. marketing planning
 - b. strategic planning
 - c. market research
 - d. opportunity analysis
 - e. share of customer

- 5 The _____ is practiced most aggressively with unsought goods, goods that buyers normally do not think of buying, such as insurance, encyclopaedias, and funeral plots.
- marketing concept
 - selling concept
 - production concept
 - product concept
 - holistic marketing concept

Q 2. Briefly answer the following

(3Q x 5M = 15M)

- Consumers often have many needs that are not readily obvious. Just observing their behavior inside a retail store is not enough to get a true feel for their "needs." List and briefly describe the five types of needs that most consumers have.
- Under which of the following company orientations toward the marketplace would we expect to find the "better mousetrap" fallacy? Answer with brief reference to the concepts
 - Production concept
 - Product concept
 - Selling concept
 - Marketing concept
 - Holistic marketing concept
- Jani is very upset that she can't get tickets to the new Rakhi Sawant concert. "Why do they keep advertising the show if you can't get tickets?" wonders Jani. Which of the following demand states applies to Janet's situation?
 - nonexistent demand
 - latent demand
 - full demand
 - unwholesome demand
 - overfull demand

Q 3 What are the criticisms against marketing? List at least five of them and describe each one of them in the context of the change in focus of the subject matter of marketing **(10 M)**