



Date: 19.12.2015

Max. Marks 100

Time: 2.00 p.m. to 5.00 p.m.

Duration 3 hours

**Instructions:**

1. From Part A, contains 4 main questions (with 8 sub questions) each question carries 1 mark. Total 32 marks
2. From Part B answer any 3 questions out of 5 questions. Each question carries 16 marks. Total 48 marks
3. Part – C is case study with sub questions. Read the case carefully and answer the sub questions 20 marks.

PART – A

32 marks

( compulsory , each question carry 1 marks)

**Q1. Match the following:**

**8 marks**

**A**

**B**

- |                            |                                      |
|----------------------------|--------------------------------------|
| 1. Personal Selling        | a. Characteristics of Services       |
| 2. Heterogeneity           | b. Consumer Behaviour                |
| 3. Cash Cow                | c. Premium Pricing at initial stages |
| 4. Physical Evidence       | d. Prof. E.J. McCarthy               |
| 5. Abraham Maslow          | e. BCG Matrix                        |
| 6. Emotional Motives       | f. Promotion Mix                     |
| 7. Marketing Mix Variables | g. Services Marketing Mix            |
| 8. Skimming Strategy       | h. Need Hierarchy                    |

**Q2. Fill in the Blank**

**8 marks**

- a. Market Segmentation is the process of dividing the heterogeneous market into relatively \_\_\_\_\_ sub-groups of consumers.
- b. Age, gender, income, education are the factors of \_\_\_\_\_ environment.
- c. \_\_\_\_\_ includes all facts, estimates, opinions and other data used in marketing decision making.
- d. \_\_\_\_\_ is a non-personal communication, which is typically in the form of a news story that is transmitted through the mass media.
- e. Reliability, Responsiveness, Assurance, Tangibles and \_\_\_\_\_ are the five determinants of service quality.
- f. \_\_\_\_\_ market structure means numerous sellers with differentiated offerings in terms of tangible and intangible attributes, and brand image.
- g. \_\_\_\_\_ shows how information gets distorted as it moves along the network and result in excess inventory at times and inventory shortage at other times.
- h. \_\_\_\_\_ is a unit of the company that has a separate mission and objectives and which can be planned independently from other company businesses.

**Q3. True/False****8 marks**

- a. Michael Porter's five force model is an industry analysis technique.
- b. When a company offers a unique combination of multiple benefit positioning it is known as USP.
- c. Price elasticity of demand = Percent change in quantity demanded/percent change in price.
- d. Self-Actualization is the highest order need as per Maslow's need hierarchy.
- e. SERVQUAL is the scale that measures both product and service quality.
- f. Stages of family life cycle have no influence on the consumption of an individual as a consumer.
- g. Market segmentation is the process of dividing the heterogeneous market into homogeneous sub-group of consumers.
- h. A service is an intangible product involving a deed, a performance, or an effort that cannot be physically possessed.

**Q4. Expand the following terms:****8 marks**

- a. PLC
- b. TOWS
- c. MLM
- d. FOB
- e. EPRG
- f. AIDA
- g. MIS
- h. ROI

**PART – B****(48 marks)****(Write any THREE questions out of five i.e,Q-5 to Q-9)**

Write any THREE questions out of five i.e. Q-5 to Q-9

(16 marks each)

- Q5. What do you understand by the term 'Market Segmentation'? How would you segment the market for chocolates?
- Q6. For an effective marketing campaign, a marketer must take care of all the elements of marketing. What are those elements? Elaborate.
- Q7. Discuss the different pricing strategies being implemented by the marketers. Give a suitable real life example, where penetration and skimming pricing strategies are adopted by a corporation in a sequential order.
- Q8. What is media planning? Discuss the various factors that are considered vital for the selection of a suitable media.
- Q9. You are entrusted with the problem of finding out the effectiveness of the 'Nestlé's Maggi noodles, new safe packaging' campaign. Enumerate the steps in the research process related to the problem on hand.

**Q-10** Read the case of the “Band - AID bandage repositioned for India” and answer the questions given at the end of the case:

**Band - AID bandage repositioned for India**

There are products whose initial achievements are a matter of overcoming a certain set of beliefs, and this is one of them! Although an established global brand before it was launched in India, BAND-AID had to fight for its rightful place here, where people believed in leaving wounds open, at best applying some liquids or tying it with any piece of cloth.

J&J achieved a breakthrough by responding to the Indian fascination with "lal dawa", the red medicine. This was actually tincture iodine that was always at hand in most homes. BAND-AID became popular in India as the "lal dawa wali patti", which turned out to be its USP, making it a household name. The introduction of BAND-AID Wash Proof in the 1980s was a landmark in delivering superior product performance. It was the first time a plastic backing adhesive bandage was introduced in the country, which resulted in delivering a significant consumer benefit of "staying on even in water". It was an instant success.

Band-AID's current communication talks about providing continuous care for the wound as its medicated pad remains on the wound throughout unlike an antiseptic cream or liquid; thus helping the wound heal faster.

- A. Define Positioning.
- B. What are the advantages of Positioning?
- C. Discuss the concept of USP.
- D. Discuss how individual's belief lead to behavior and understanding these consumer behaviors in turn helps in developing business.
- E. Explain why organizations need to reposition products and how else might the Band – Aid bandage be positioned?

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