PART-A

1) What do the following Abbreviations stand for?:
   a) RFM
   b) VMS
   c) SCM
   d) AIDA
   e) USP
   f) CRM
   g) KRA
   h) ILI

2) State TRUE or FALSE.
   a) Forrester Effect is popularly called the Bullwhip Effect.
   b) In Perfect Competition there are very large number of Sellers and Buyers perceiving all products in a category as the same
   c) Gross Profit = Sales Turnover - Cost of Sales
   d) Publicity is non-personal paid form of communication.

Fill in the Blanks
   e) Direct Marketing through Telephone is called ______

   f) ________ strategy refers to the firm's desire to skim the market by Selling at a premium price.

   g) ________ price strategy refers to firm's desire to gain a foothold in a highly competitive market.
h) A Service is an _______ product.

3) Match Part I with Part II

<table>
<thead>
<tr>
<th>Part I</th>
<th>Part II</th>
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<tbody>
<tr>
<td>i) Peter Drucker</td>
<td>a) 4 C’s</td>
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<tr>
<td>ii) Peters &amp; Waterman</td>
<td>b) 4 P’s</td>
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<tr>
<td>iii) Lauterborn</td>
<td>c) Propogated MBO</td>
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<tr>
<td>iv) Prof E. Jerome Mc Carthy</td>
<td>d) Attributes of Excellent Companies</td>
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<tr>
<td>v) Philip Kotler &amp; Sidney J.levy</td>
<td>e) Eight major demand states.</td>
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<td>vi) Al Ries &amp; Jack Trout</td>
<td>f) Competitive Forces</td>
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<td>vii) Michael Porter</td>
<td>g) People, Physical Evidence &amp; Process</td>
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<tr>
<td>viii) B.H. Booms &amp; M.J Bitner</td>
<td>h) Positioning</td>
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4) Match Part 1 with Part II

<table>
<thead>
<tr>
<th>Part I</th>
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<tr>
<td>i) Need</td>
<td>a) A desire for specific thing</td>
</tr>
<tr>
<td>ii) Want</td>
<td>b) A deprivation of basic satisfaction</td>
</tr>
<tr>
<td>iii) Customer Satisfaction</td>
<td>c) A desire, willingness and ability to pay</td>
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<td>iv) Demand</td>
<td>d) It measures how products and services supplied by a Company meet customer expectation.</td>
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<tr>
<td>v) Unsolicited mail</td>
<td>e) Credit Rating Agency</td>
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</table>
vi) Perlmutter L (1967)  f) An electronic device typically collects the information on users.

vii) Interstitials  g) A common mail sent to a large number of customers with a general Sales Message.

viii) Cookie  h) These Ads. appear on the computer

i) Visitor is waiting for site contents to download.

**PART-B** (answer any three)  16 x 3 = 48 marks

5 a) Discuss the 4P’s of Marketing?

b) Distinguish between Qualitative and Quantitative Research?

6 a) Discuss 7’S Framework for developing Marketing Oriented Organizations.

b) Explain Maslow’s needs hierarchy theory.

7 a) What are the determinants of Micro-Environmental Analysis? Discuss.

b) Explain MBO.

8 a) Define Consumer Behaviour? What is the need of studying Consumer Behaviour?

b) What are the different leadership styles?

9 a) What are the different factors affecting the feasibility of segmentation?

b) Explain Boston Consulting Group (BCG) Share Matrix?
10. Case

Mr Harish Jain, CEO of Energetic Enterprises, has established the firm for the manufacture and marketing of an innovative product. The firm earned a reputation of its product within two years of its inception and enjoyed monopoly position in the market for its product. Now it has a turnover of about Rs.80 crores.

Three years back, some firms entered the market and offered cheap substitutes which were of better quality. This year, Mr. Harish Jain is worried because about 40% of the market share has already been taken away by the new firms and he is not able to check this trend.

Mr. Jain has been looking after both production and marketing functions though finance is being looked after by a finance manager having a professional degree in chartered accountancy. Mr. Jain has recently lowered the price of his product to fight competition, but even this has not helped. He has now approached you for advice to stabilize his sales volume.

Questions:
1. Analyse the case.

2. Identify the strong and weak points of this case.

3. What environmental factors have caused a worry to Mr. Jain?

4. What is the orientation of Mr. Jain in selling his product?

5. As a consultant, what strategies would you suggest to check further fall in market share?

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