PART – A

(Compulsory, each question carries 1 mark)

Q1. Match the following: 8 marks

1. Value Chain Analysis  A. Retrenchment Strategy
2. Service Triangle  B. Industry Analysis
3. Dogs  C. Macro Environment Analysis
4. Process  D. Strategic Intent
5. Abraham Maslow  E. Interactive Marketing
6. Mission  F. Michael Porter
7. PESTEL  G. 7Ps
8. Five Force Model  H. Self-Actualization

Q2. Fill in the Blank 8 marks

A. __________ is non-personal communication that is typically in the form of news story and is transmitted through the mass media.

B. __________ is a form of market in which there are a large number of buyers and seller buying/selling homogeneous product with no barrier on entry and exit.

C. Unfavorable economic conditions, decline in profit and sales and change in trends describe __________ stage of PLC.

D. Theory of Mercantilism propagates: encourage exports and discourage __________.

E. ________________, the dimension of service quality is defined as the ability to perform the promised service dependably and accurately.
F. ____________ is comparing market share of a company with that of its next biggest competitor.

G. ____________ testing refers to conducting laboratory tests while beta testing means that a sample of customers use the product prototype and give their feedback.

H. The deliberate decision to cut down the number of items in product line(s) is termed as ________.

**Q3. True/False** 8 marks

A. Physical evidence increases the risk perception by customers by offering tangible evidence of the promised service delivery.

B. Media scanning is the process of scanning competitor’s ads to arrange a unique media plan so that they do not coincide.

C. Maturity is the last stage of Product life cycle.

D. Market segmentation is the process of dividing the homogeneous markets into heterogeneous sub-groups of consumers.

E. A service is an intangible product involving a deed, a performance, or an effort that cannot be physically possessed.

F. Demographic environment refers to the factors related with population i.e. size, growth rate, age and distribution, religious composition and literacy levels.

G. A more narrowly defined group of potential customers is termed as mass marketing.

H. Physiological needs form the foundation of Maslow’s need hierarchy.

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

A. PoP

B. PEST

C. VMS

D. SCM

E. TQM

F. USP

G. MI

H. KM

**PART B** (48 marks)

Write any THREE questions out of five i.e. Q-5 to Q-9 (16 marks each)

Q5. U&I garments Limited is a company that manufacture organic cotton clothing. The garments are made with organic cotton yarn that is not only safe but skin friendly also. As a marketer give your suggestions to the company outlining a marketing research process to study the consumer attitude towards organic cotton clothing.

Q6. As a marketer, narrate your understanding about the consumer’s buying behavior. Identify the different buying roles played in making and giving inputs into the buying decision for purchase of a smart phone by a teenager and discuss how different marketing campaigns might be targeted towards different individuals.

Q7. Elaborate the various foreign market entry strategies and discuss its advantages and disadvantages.
Q8. Discuss how Samsung has been able to remain ahead of times by enlivening the products life cycle of its leading smart phone model ‘GALAXY’. Discuss the different stages in a Product Life Cycle (PLC).

Q9. Nestle’s instant noodle ‘Maggi’ is available in packs of different sizes (Chota Maggi, Hungroo Pack, Family Pack, Regular Pack) at a wide range of price in the market. What do you think is the marketing strategy behind such type of pricing?

PART-C (Total marks- 20)

Q-10 Read the following case and attempt the questions given at the end:

A consumer product company is considering the development and launch of a new mosquito repellent. This product would consist of a liquid dispenser, much like deodorant containers, you are familiar with. The mosquito repellent easily comes out from the nozzle and rapidly spreads in vapor when its push-button release is pressed lightly. Only a small amount of repellent is dispensed with each press and is mildly perfumed. The chemical used is completely non-toxic for humans and pets. Only 5 ml. of repellent is enough for a room measuring 14x12 sq. feet and its effect persists for two days after the room is sprayed just once.

A. Discuss, how you will be undertaking the concept testing of this new mosquito repellent before its launch?

B. What are the limitations and challenges in concept testing?

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