



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Dec 2012

Post Graduate Diploma in Materials Management
Paper 18 D
Marketing Management

Date: 15.12.2012

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.
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PART- A

1 x32 = 32 marks

1) What do the following Abbreviations stand for?

- a) MkIS
- b) EDI
- c) SWOT
- d) IMRB
- e) NCAER
- f) GEF
- g) FDI
- h) SBU

2) State TRUE or FALSE.

- a) Advertising is non-personal, paid form of communication.
- b) Direct Selling is one of the forms of Direct Marketing.
- c) Geocentric means world orientation-world market strategies.
- d) Laggards represent the last 16.0 percent of adopters.

Fill in the Blanks

- e) _____ provides the internet visitors a necessary application programme to view and interact with different websites.
- f) In the traditional 4 Ps of the Marketing Mix _____ refers to logistics.
- g) _____ is basically a term used to describe extended decision making by consumers when a new product, service or idea is involved.
- h) In BCG approach company classifies all its SBUs according to the _____ Matrix.

3) Match Part I with Part II

Part I

- i) EPRG
- ii) Catalogues
- iii) Marketing Audit
- iv) Portal

Part I

- v) Product Trade Cycle
- vi) Oligopoly
- vii) Type of Retail Store
- viii) Monopolistic Competition

Part II

- a) Direct Marketing
- b) Final method of market evaluation
- c) IndiaTimes
- d) Venon

Part II

- e) There are few competitors
- f) Supermarket
- g) Refers to a situation where many firms are marketing same or similar products
- h) Perlmutter

4) Match Part 1 with Part II

Part I

- i) Alpha testing
- ii) Corporate VMS
- ii) Beta Testing
- iv) 4 Ps
- v) Igor Ansoff
- vi) The term Marketing Myopia is to be credited to
- vii) Competition is a constituent of
- viii) The exchange of goods and services between countries is known as

Part II

- a) Refers to the producer's ownership of the entire channel
- b) That a sample of customers use the product prototype and give their feedback
- c) Mc Carthy's classification
- d) Proposed the Product / Market Growth Matrix
- e) Prof. Theodore Levitt
- f) Micro-environment
- g) International Trade
- h) Refers to conducting laboratory tests

PART-B

(16 x3 = 48 marks)

answer any 3 questions out of 5 questions

5.1 a) Define the following: Needs, Wants, Demand, Marketing.

5.1 b) Explain clearly the exchange concept and the sale concept of marketing?

5.2 a) What are the personal factors implemented in consumer behaviour?

5.2 b) Define the term Industrial Marketing? Write the main features of B2C selling process.

5.3 a) Define market segment? What are the merits of segmentation?

5.3 b) What is meant by Positioning? What are various Positioning errors?

5.4 a) Explain clearly Frontal Attack strategy and Guerilla Attack strategy?

5.4 b) Briefly discuss Qualitative Research?

5.5 a) How do services differ from tangible products?

5.5 b) Describe the different stages of Product Life Cycle? Do all products follow this pattern?

PART-C

Study the following case and answer the questions given at the end. 20 marks

TEXTBOOK QUOTES

Quotation 1 (By Hammer and Champy):

Since the early 1980's, the dominant force in the seller-customer relationship has shifted.

Sellers no longer have the upper hand; customers do. Customers now tell suppliers what they want, when they want it, how they want it, and what they will pay. This situation is unsettling to companies that have known life only in the mass market. In reality, a mass market never existed, but for most of the twentieth century the idea of the mass market provided manufacturers and service providers with the useful fiction that their customers were more or less alike.

Now that they have choices, though, customers no longer behave as if they are all cast in the same mould. Customers - consumers and corporations alike - demand products and services designed for their unique and particular needs. There is no longer any such notion as 'the' customer; There is only 'this' customer, the one with whom a seller is dealing at the moment and who now has the capacity to indulge in his or her own - personal tastes. The mass market has broken into pieces, some as small as a single customer.

Quotation 2 (Joseph Pine II)

People do not like hard-sell tactics, but they will tolerate them to acquire something they really want. If what they purchase turns out to be not quite what they wanted, their dissatisfaction with the product is magnified by their dissatisfaction with the sales tactics.

The basic problem (in years gone by) was that the focus of the marketing function of mass producers was not on marketing - it was on selling, on 'pushing product'. Selling is a necessary part of the marketing function, but marketing is so much more, as management guru Peter Drucker observes: "There will always, one can assume, be need for some selling. But the aim of

marketing is to make selling superfluous. The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself.

Ideally, marketing should result in a customer who is ready to buy. All that should be needed then is to make the product or service available".

Questions:

- (a) Market segmentation is based on the proposition that customers can be categorized according to their typical wants, needs and expectations. What is the future of segmentation, given the views of Hammer and Champy?
- (b) Even if Drucker is right in claiming that the aim of marketing is to make selling superfluous, what are the practical problems associated with 'knowing and understanding the customer so well that the product or service sells itself'?
- (c) To what extent do the arguments advanced in both quotations apply to the public sector organizations?
