



**INDIAN INSTITUTE OF MATERIALS MANAGEMENT**  
**Post Graduate Diploma in Materials Management**  
**Paper 18 D**  
**Marketing Management**

**Dec 2013**

Date: 21.12.2013  
Time: 2.00 p.m. to 5.00 p.m.

Max. Marks 100  
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**

**32 marks**

( compulsory , each question carry 1 marks)

1) What do the following **Abbreviations** stands for?

- a) B2C
- b) MLM
- c) POP
- d) CI
- e) SWOT
- f) USP
- g) UVP
- h) TAT

2) State **TRUE** or **FALSE**.

- a) A PEST analysis can be used as the “ climate “ portion of the 5 C Framework.
- b) Market is a constituents of Micro Environment.
- c) Consumer is a constituents of Macro Environment.
- d) Monopolistic Competition refers to a situation when many firms are marketing the same or similar products and each company attempts to differentiate its products to appeal customers.

**Fill in the Blanks**

- e) In the AIO Framework **A** Stands for \_\_\_\_\_.
- f) \_\_\_\_\_ is a more narrowly defined but attractive market segment requiring distinctive mix of market offering.
- g) \_\_\_\_\_ is a act of designing the company’s offering and Image to occupy a distinctive place in the mind of target market.

h) \_\_\_\_\_ is the process of creating a different and distinguished offering by a company through a number of available tools, which adds meaningful value to the offering.

3) **Match Part I with Part II**

**Part I**

- i) Relationship Marketing
- ii) Service Quality Model
- iii) Counterfeit Strategy
- iv) Three R's of Marketing
- v) Market Penetration
- vi) Market Development
- vii) Research Agency
- viii) Frontal Attack Strategy

**Part II**

- a) A Strategy for company growth by Identifying and developing new Markets for current company products.
- b) Making more Sales to present customers without changing products in anyway.
- c) Jagdish N Sheth & Rajendra Sisodia
- d) A.C. Nielsen
- e) Market Follower Strategy
- f) Gronroos
- g) Market Challenger Strategy
- h) David G. Bakken

4) **Match Part I with Part II**

**Part 1**

- i) EPRG
- ii) 4 P's
- iii) Attitude Scale
- iv) People, physical Evidence & Process
- v) Five Interactive Competitive forces

**Part II**

- a) The Product /Market Growth Matrix
- b) Michael Porter
- c) Best known Portfolio Planning Method
- d) Likert Scale
- e) Prof E. Jerome McCarthy

vi) Cluster or Area Sample

f) Probability type

vii) Igor Ansoff

g) Perlmutter I

viii) BCG Matrix

h) B.H. Booms & M.J.Bitner

### **PART –B**

**16 x 3 = 48 marks**

**(Answer Any three, Each question carry 16 marks)**

5 a) How would you define Marketing? Discuss the Evolution of Marketing.

b) What are the various benefits of trading globally?

6 a) Define the term Consumer Behaviour? What are the different Social factors Associated with consumer behaviour?

b) How would you differentiate between a convenience Products, shopping Products Specialty Products?

7 a) Discuss the steps involved in the development of a new Product.

b) What are the Factors which determine the length of a channel?

8 a) What is a Sealed Bid? where and how is it used?

b) Define the term Industrial Marketing? Write main features of B2B Selling Process?

9 a) Discuss Value Management Diagram?

b) What is Sales Promotion? Explain the reasons for growth of Sales Promotion.

### **PART –C**

**20 marks**

#### **Q-10 Case study- Compulsory-**

M/s SKYLINE Airlines a large scale diversified group , since 1980.

Due to recent global economic challenges Company is facing problems with customer orientation . The firm is having declining sales & very few new customers.

If u have been asked to do best in this situation as the Marketing manager for the company

a) How to coin marketing concept of this company?

b) To boost sales

c) To increase customer s

d) To retain customers

e) Procedures for grievances

f) Redesigning of customer service process

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