



INDIAN INSTITUTE OF MATERIALS MANAGEMENT
Post Graduate Diploma in Materials Management
Paper 18 D (OLD)
Marketing Management

June 2015

Date: 20.06.2015

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.

PART – A

32 marks

(compulsory , each question carry 1 mark)

Q. 1 What do the following Abbreviations stands for?

- a) B2B
- b) MLM
- c) POP
- d) CI
- e) SWOT
- f) USP
- g) UVP
- h) TAT

Q. 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.
- e) Direct mails generally generate lower response rates from potential customers.
- f) Direct marketing through telephone is called telemarketing.
- g) Marketing audit is the final method of marketing evaluation.
- h) Rent is an example of fixed cost.

Q. 3 Fill in the Blanks

- a) Prof. _____ classified the “Marketing Mix Variables” in terms of 4Ps.
- b) The term ‘Marketing Myopia’ is to be credited to Prof. _____

- c) In retailing POP stands for Point of _____.
- d) Likert Scale is the most popular form of _____ scale, being easy to prepare and interpret and \ simple for respondents to answer.
- 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.

4) Match Part A with Part B

Part A

Part B

- | | |
|-------------------------------|--|
| i) Relationship Marketing | a) A Strategy for company growth by Identifying and developing new Markets for current company products. |
| ii) Service Quality Model | b) Making more Sales to present customers without changing products in anyway. |
| iii) Counterfeit Strategy | c) Jagdish N Sheth & Rajendra Sisodia |
| iv) Three R's of Marketing | d) A.C. Nielsen |
| v) Market Penetration | e) Market Follower Strategy |
| vi) Market Development | f) Gronroos |
| vii) Research Agency | g) Market Challenger Strategy |
| viii) Frontal Attack Strategy | h) David G. Bakken |

PART B

(48 marks)

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

- Q. 5 a) Define Marketing? Discuss the Evolution of Marketing.
b) What are the various benefits of trading globally?
- Q. 6 a) Define the term Consumer Behaviour? What are the different Social factors Associated with consumer behaviour?
b) Explain briefly convenience Products, shopping Products and Speciality Products?
- Q. 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?
- Q. 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?
- Q. 9 a) Discuss Value Management Diagram?
b) What is Sales Promotion? Explain the reasons for growth of Sales Promotion.

PART-C

(Total marks- 20)

Compulsory-

- Q. 10 a) A Marketer intends to market the following products using cyber marketing:
i) Smart Phone ii) Books
Discuss the advantages and challenges likely to be faced by the marketer.
- b) Identify the factors a marketer should consider in selecting a brand name.
- c) A company is planning to launch a range of biscuits targeted at health conscious customers. Suggest a suitable brand name for the same. Justify your choice.
