



Post Graduate Diploma in Materials Management

**Paper 18 d**  
**Marketing Management**

**Date: 18.06.2011**

**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.**
  2. From Part B answer any 3 questions out of 5 questions. Each question carries **16 marks.**
  3. Part – C is case study with sub questions. Read the case carefully and answer the questions **20 marks.**
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PART A

Q1. True or False

- a) Marketing is used in both for profit and not-for-profit organisation
- b) Selling is not a part of Marketing.
- c) The basic needs are physiological in nature.
- d) 4 ps is given by Prof E. Jerome McCarthy.
- e) 4 Cs is given by Robert Lauter Born.
- f) Selling is preoccupied all the time with the needs of the seller.
- g) 7 Cs framework is used for developing Marketing Oriented Organisation.
- h) Price is the only Marketing Mix Variable that can be altered quickly.

Q2 . Give full form of the following:

1. PEST
2. PLC
3. B2C
4. B2B
5. SCM
6. VMS
7. VALS
8. SBU

Q3. Define in brief (any Four)

- a) Segmentation
- b) Industrial marketing.
- c) Differentiation.
- d) Customer life time value.
- e) E-Commerce.

Q4.Fill in the blanks.

- 1)RFM stands for \_\_\_\_,frequency, monetary value.
- 2)AIDA is Attention, Interest, Desire,\_\_\_\_\_
- 3)Advertising is a non-personal \_\_\_form of communication.
- 4)Mark up pricing is a \_\_\_based pricing.
- 5)A brand is capable of conveying up to\_\_\_\_\_dimensions or meaning.
- 6)\_\_\_ climb the peak of tide early and then decline equally fast.
- 7)\_\_\_ is an intangible product.
- 8)There are\_\_\_\_\_ broad types of sampling techniques.

## PART B

- Q5 a) Define consumer behavior? What influences consumer buying decision process?  
b) Explain BCG Growth Share Matrix?
- Q6 a) Explain the steps in marketing Research Process?  
b)Discuss Nature and characterization of services.
- Q7 a) Explain Product life cycle stages with its characteristics.  
b)Define Brand? Explain various branding strategies.
- Q8 a) Define new Product? Explain new product development Phases.  
b)What are the factors which influences distribution decision.
- Q9 a) Explain any two pricing strategy:  
1) Skimming Pricing Strategy.  
2) Penetration Pricing strategy.  
b) Discuss various sales promotion tools and techniques for consumer sales promotion,

## Part C

Read the following case and answer the following questions.

### Planning by Objectives

Before switching to sales planning by objectives, General Electric (GE)planned its strategies by asking sales personal to prepare their plans in the form of action programmes. There actions of customers to their plans was assumed. This method did not yield expected results because it is difficult to assess customers' reaction patterns beforehand. Owing to this deficiency in the planning approach, newly recruited sales personnel in General electric's service division had greater difficulty in planning compared to new sales personnel in other product divisions. The reason was that the service division was involved in industrial maintenance and repair, requiring sales personnel to react quickly when

there was failure of equipment in the customers plant. Sales personnel were unable to identify beforehand customers' confidence by identifying and preventing failures. This led to loss of revenue and accounts. GE T then implemented planning by objectives. Sales personnel were able to identify and keep track of probable service problems and service contracts lost competitors from major accounts. They could also undertake and review major account planning on a monthly or bi-monthly basis and approach these accounts with clear cut objectives.

a)in detail, discuss the reason's behind the customers dissatisfaction?

b)Explain your views on "Sales Planning by objectives"

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