



INDIAN INSTITUTE OF MATERIALS MANAGEMENT
Post Graduate Diploma in Materials Management -3 years/ Lateral
Paper 18.d
Marketing Management

Dec 2019

Date 29.12.2019

Max. Marks 100

Time: 2.00 to 5.00 p.m

Duration 3 hours

Instructions

1. The question paper is in three parts A, B & C.
2. Part A is compulsory. Each question carries one mark. Total : 32 Marks
3. In Part B, answer 3 questions . Each question carries 16 marks. Total : 48 Marks
4. Part C is a case study with sub questions and it is compulsory. It carries 20 marks.
5. Use of calculator is allowed wherever necessary. Graph sheets can be used wherever necessary.

PART A
(compulsory. Each question carry 1 mark)

32 marks

Q.1) What do the following Abbreviations stands for? [8 marks]

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

Q.2) State TRUE or FALSE. [8 marks]

- a) Service Quality is the level of Conformance of Service to Customer Specifications & Expectations.
- b) Counterfeit Strategy Followers makes duplicates of leader Products and Sells at Very low prices through grey Market.
- c) Customer Relationship Marketing Refers to long term & Mutually beneficial arrangement wherein both buyers and Sellers focus on Value Enhancement.
- d) Value Proposition is a business or Marketing Statement that Summarizes why a consumer buy a Product or use a Service.
- e) A PEST analysis can be used as the “ climate “ portion of the 5 C Framework.
- f) Market is a constituents of Micro Environment.
- g) Consumer is a constituents of Macro Environment.
- h) 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.

Q.3) Fill in the Blanks [8 marks]

- a) Business _____ is a collection of Business & Products that make up the company.
- b) In _____ Questions the respondent is free to Express his/her opinion about the issue.
- c) A.C. Nielsen is a _____ Agency.
- d) _____ Intelligence focus is on the longer term, Looking at issues affecting a Company's Competitiveness over the course of a couple of years.
- 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.

Q.4) Match Part A with Part B

[8 marks]

Part A

- i) EPRG
- ii) 4 P's
- iii) Attitude Scale
- iv) People, physical Evidence & Process
- v) Five Interactive Competitive forces
- vi) Cluster or Area Sample
- vii) Igor Ansoff
- viii) BCG Matrix

Part B

- a) The Product /Market Growth Matrix
- b) Michael Porter
- c) Best known Portfolio Planning Method
- d) Likert Scale
- e) Prof E. Jerome McCarthy
- f) Probability type
- g) Perlmutter I
- h) B.H. Booms & M.J.Bitner

PART B

(48 marks)

(Attempt any three. Each Question carry 16 marks)

Q. 5 a) Discuss Value Management Diagram? [8 marks]

b) What is Sales Promotion? Explain the reasons for growth of Sales Promotion. [8 marks]

Q. 6 a)How would you define Marketing? Discuss the Evolution of Marketing. [8 marks]

b)What are the various benefits of trading globally? [8 marks]

Q.7 a) Define the term Consumer Behaviour? What are the different Social factors Associated with consumer behaviour? [8 marks]

b)How would you differentiate between a convenience Products, shopping Products Specialty Products? [8 marks]

Q.8 a) Discuss the steps involved in the development of a new Product. [8 marks]

b) What are the Factors which determine the length of a channel? [8 marks]

Q. 9 a)What is a Sealed Bid? where and how is it used? [8 marks]

b)Define the term Industrial Marketing? Write main features of B2B Selling Process? [8 marks]

Part C
(compulsory)

Q. 10 Read the case and Answer the questions

20 marks

As a Marketing Manager of a mid -sized fast growing consumer durable company, you have been advised by the top Management to generate new product ideas for a range of home appliances specifically targeted at working women Across the entire country.

(a) What methods would you consider for generating new product ideas and why?

(b) Prepare and justify a brand name in line with the target market.

(c) Suggest an appropriate marketing strategy for its launch.

(d) Give Any three examples of home Appliances?
