



INDIAN INSTITUTE OF MATERIALS MANAGEMENT
Post Graduate Diploma in Materials Management- 3 years
Paper 18 D
Marketing Management

July 2019

Date: 27.07.2019

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.

PART – A

32 marks

(compulsory , each question carry 1 marks)

Q.1 What do the following **Abbreviations** stands for?

8 marks

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

Q.2 State **TRUE** or **FALSE**.

8 marks

- 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) A service is an intangible product involving a deed, a performance, or an effort that cannot be physically possessed.
- f) Demographic environment refers to the factors related with population i.e. size, growth rate, age and distribution, religious composition and literacy levels.
- g) A more narrowly defined group of potential customers is termed as mass marketing.
- h) Physiological needs form the foundation of Maslow’s need hierarchy.

Q.3 Fill in the Blanks**8 marks**

- a) In the AIO Framework **A** Stands for _____.
- b) _____ is a more narrowly defined but attractive market segment requiring distinctive mix of market offering.
- c) _____ is a act of designing the company's offering and Image to occupy a distinctive place in the mind of target market.
- d) _____ 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.
- e) _____, the dimension of service quality is defined as the ability to perform the promised service dependably and accurately.
- f) _____ is comparing market share of a company with that of its next biggest competitor.
- g) _____ testing refers to conducting laboratory tests while beta testing means that a sample of customers use the product prototype and give their feedback.
- h) The deliberate decision to cut down the number of items in product line(s) is termed as _____.

Q.4 Match Part 1 with Part 2**8 marks****Part 1****Part 2**

- | | |
|-------------------------------|--|
| 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)How would you 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) How would you differentiate between a convenience Products, shopping Products 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)

Q-10 Case study- Compulsory-

10 a) A Marketer intends to market the following products using cyber marketing:

- i) e- Books ii) Premium Shirts

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.
