



INDIAN INSTITUTE OF MATERIALS MANAGEMENT  
Post Graduate Diploma in Materials Management

June 2018

Paper 18 D

Marketing Management

Date: 17.06.2018

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**.

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**PART – A**

**32 marks**

( compulsory , each question carry 1 marks)

**Q1. Match the following:**

**8 marks**

**Column A**

**Column B**

- |                                  |  |
|----------------------------------|--|
| 1. Market Segmentation           | A. Buying Motives  |
| 2. SEVQUAL model                 | B. Vision, Mission, Objectives and Goals                             |
| 3. Threat of substitute products | C. A. Parasurman, Valarie Zeithaml and Leonard L. Berry              |
| 4. Strategic Intent              | D. Meeting customers' preferences                                    |
| 5. Promotion Mix                 | E. Sales Promotion   |
| 6. Characteristics of services   | F. aggregating of prospective buyers into groups having common needs |
| 7. Marketing Orientation         | G. Inseparability  |
| 8. Consumer Behaviour            | H. M. Porter five force model  |

**Q2. Fill in the Blanks**

**8 marks**

- A. \_\_\_\_\_ is the practice of individuals, or organizations, including commercial businesses, governments and institutions, facilitating the sale of their products or services to other companies or organizations that in turn resell them, use them as components in products or services they offer, or use them to support their operations.

- B. \_\_\_\_\_ Environment consists of demographics and economic conditions, socio-cultural factors, political and legal systems, technological developments, etc.
- C. The strategy of overtaking competition through by-passing a whole generation of technology developments is termed as \_\_\_\_\_ strategy.
- D. A categorical view of human need as developed by A. Maslow is a model to understand basic consumer \_\_\_\_\_.
- E. The \_\_\_\_\_ pricing is followed to cover up the product development cost as early as possible before competitors enter into the market.
- F. \_\_\_\_\_ is the statement of the organization's purpose – what it wants to accomplish in the larger environment.
- G. A new product progresses by a series of phases that is from introduction to growth, \_\_\_\_\_, and decline which is called the 'Product Life Cycle'.
- H. \_\_\_\_\_ marketing involves marketing the product to a selected segment.

**Q3. True/False**

**8 marks**

- A. Marketing mix is influenced by environmental factors.
- B. Brand extension refers to extension of products in the product mix of a company.
- C. Buying motive is an important situational factor that influences consumer behaviour.
- D. CRM increases customer's complaint & grievance.
- E. Free samples discounts, rebates are the example of publicity.
- F. According to Abraham Maslow, self-actualization is the basic need.
- G. Hub & spoke is a model of distribution, in which the items being distributed are routed into and out of a central location.
- H. Price elasticity of demand refers to the change of demand in response to price change.

**Q4. Expand the following terms:**

**8 marks**

- A. CRM
- B. PESTLE
- C. UVP
- D. MIS
- E. AIDA
- F. JIT
- G. 7Ps
- H. TQM

**PART – B**

**48 marks**

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

- Q5. What is MIS? Discuss the objectives and characteristics of MIS.
- Q6. Define Customer Relationship Management systems and describe their business benefits.
- Q7. What is media planning? Discuss the various factors that are considered important for the selection of a suitable media.
- Q8. “Industrial buying is a very complex process”, explain the statement and industrial buying process and highlight the importance of buying centre.
- Q9. Write a short note on( any four) ( 4 x 4 = 16 marks)
- a) Competitive Advantage
  - b) TOWS Analysis
  - c) Price sensitivity
  - d) Business portfolio
  - e) Marketing segmentation
  - f) promotion Evaluation

**PART-C**

**(Total marks- 20)**

**Q-10 Read the following case and attempt the questions at the end (Compulsory)-**

Hitkari Potteries, a popular bone-china crockery brand till 2000 slowly lost ground to competitors like La Opala and Corelle. This happened because the firm failed to scan the general environment for signs of change i.e. the social change. The societal change underway was the change in the lifestyle of potential consumers. With more and more numbers of women joining the workforce, the ladies were facing shortage of time for their household chores. Therefore, to strike a balance between their professional, personal and family lives, these modern working women were looking for the crockery that was convenient to use, unbreakable, chip resistant and microwave safe. Hitkari failed to notice this social change in the general business environment and had to face stiff competition from companies likes La Opala and Corelle that introduced ceramic crockery that could meet the emergent needs of the consumers.

**Questions:**

- a) Discuss the importance of business environment appraisal?
- b) Define the external factors of business environment.

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