



Online PGDM

First Year, Trimester 1, Oct 2023

Course Name: Marketing

Max Marks: 70

Course Code: 1104

Max Time: 2 hrs

Instructions for Students: Read all the questions carefully before answering.

Section A: Objective Type Questions

(10 * 2= 20 Marks)

Q1. Which of the following is NOT one of the traditional 4Ps of marketing?

- a. Product
- b. Promotion
- c. Packaging
- d. Price

Q2. What is the primary goal of market segmentation?

- a. To increase production efficiency
- b. To target a specific group of customers with similar characteristics
- c. To reduce marketing costs
- d. To expand the market reach globally

Q3. Which pricing strategy involves setting a high initial price for a new product and gradually lowering it over time?

- a. Penetration pricing
- b. Skimming pricing
- c. Competitive pricing
- d. Cost-plus pricing

Q4. What does SWOT stand for in the context of marketing analysis?

- a. Strengths, Weaknesses, Opportunities, Threats
- b. Sales, Wins, Objectives, Targets
- c. Segmentation, Warehousing, Operations, Transportation
- d. Satisfaction, Workforce, Optimization, Tools

Q5. What is the purpose of a marketing mix?

- a. To determine the budget for marketing campaigns
- b. To create a balanced blend of marketing tactics
- c. To assess customer satisfaction
- d. To calculate the return on investment (ROI) for marketing efforts

Q6. Which of the following is a demographic variable commonly used for market segmentation?

- a. Brand loyalty
- b. Geographic location
- c. Product usage frequency
- d. Market share

Q7. In the context of the product life cycle, which stage is characterized by declining sales and profits as market saturation occurs?

- a. Introduction
- b. Growth
- c. Maturity
- d. Decline

Q8. In marketing, what is the term for a group of potential customers who share similar characteristics and buying behavior?

- a. Market segment
- b. Target audience
- c. Demographic group
- d. Sales channel

Q9. Which of the following is a common pricing strategy where products are bundled together and sold at a reduced price compared to purchasing each item separately?

- a. Premium pricing
- b. Psychological pricing
- c. Price skimming
- d. Bundle pricing

Q10. In marketing, what does the acronym USP stand for?

- a. Unique Selling Point
- b. Universal Sales Promotion
- c. Unit Sales Price
- d. Underlying Sales Proposition

Section B: Subjective Type Questions (Short Answer Questions)

(2 * 5= 10 Marks)

Q1. Provide a definition of marketing and highlight its fundamental purpose in the business context.

Q2. Referencing Philip Kotler's perspective, enumerate the various entities that can be subject to marketing efforts, emphasizing the significance of recognizing these entities in contemporary marketing strategies.

Section C: Subjective Type Questions (Long Answer Questions)

(4 * 10= 40 Marks)

Q1. Explain the concept of marketing mix (4Ps) in detail. Provide examples for each element (Product, Price, Place, Promotion) and discuss their interplay in shaping a marketing strategy.

Q2. Choose a product or service that interests you and develop a thorough segmentation and targeting strategy. Clearly articulate how your strategy is in alignment with the current life cycle stage of the product, emphasizing the rationale behind your decisions.

Q3. Select a specific industry or market and conduct an environmental scanning analysis. Identify and discuss the key macro-environmental factors (such as economic, technological, social, political, and cultural) that are currently influencing the industry or market. Explain how these factors can impact marketing decisions and strategies for businesses operating in that industry or market.

Q4. Explain the stages of the consumer decision-making process, highlighting the key factors that influence consumers. Provide an example of a product or service to illustrate how consumers progress through these stages in their decision-making journey.