SAINTGITS COLLEG OF APPLIED SCIENCES

PATHAMUTTOM, KOTTAYAM

First Internal Examination September 2018

B.Com Third Semester (Computer Applications &Taxation)

MARKETING MANAGEMENT

Total Marks: 50 Name :……………………

Time: 2 hours Roll No:……………………

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 ***Section A***

***Brief answer questions. Answer any 5 questions. Each question carries 2 marks***

1.The levels of a product are:-core product which is the core benefit we are looking for in a product,the actual product is what is offered to the customer for sale, the augumented product is what makes the product different from the rest of the competitors.

2.Marketing Myopia-Undue influence on the product rather than on the requirements of the customer.

USP-Unique Selling Proposition which is concentarating on a single positioning stratergy or attribute of a product.

3.Holisting marketing concept gives importance to all the aspects of marketing..It is the opverall development of marketing strategy which gives importance to the requirements of the customer and society.

4.Local market, Regional Market,National Market and International Market.

5.Segment Marketing-Large identifiable group within a market with similar wants,purchasing power and location.

6. Niche Marketing-Concentrating on a single target market and tailoring the marketing mix to it.

Local Marketing-Local customer group.

Individual/Customised Marketing-One to one marketing or customizing the products.

 (5 × 2 = 10marks)

***Section B***

***Short essay questions. Answer any 5 questions. Each question carries 5 marks***

7. 7.Market is divided into Consumer Related Segmentation and Product related segmentation.

Consumer related segmentation

Demographic segmentation-age,family size,family,gender.

Geographic segmentation-nation,state,regions.

Psycographic segmentation-lifestyle,personality,values.

Product related segmentation

Occassions-on what occasion the product is used.

Benefits-On the basis of benefits people seek from the product.

User Status-non user,ex user,potential users etc.

Usage rate-light,medium and heavy.

Attitude-positive,neutral,negative etc.

Loyalty status-Hard core,soft core.

8 .Position is occupying a clear distinctive image in the minds of the customer.Positioniong can be in relation to attributes,competition,price and quality,user group,some use.

9. Production Concept-emphasis is given on production of goods.This concept holds that the consumers will favour products that are highly available and affordable.

Product Concept-Consumers favour productd high in quality and performance.

Selling Concept-Sales is possible only through adequate advertisements.

Marketing Concept-Recognizing the consumer needs and framing products accordingly.

Holistic Marketing Concept-Everything matters with marketing.Both the requirements of the customer and society are given importance.

10. It is the process of deciding the market segments to be served.

a)Undifferentiated –Offering the same product to all customers with same marketing mix.

b)Differentiated-Enters many segments,but has a unique mix for each segment.

Concentrated/Niche-Concentrating on a single target market and tailoring the market mix to it.

11 .Product Mix-The combination of attributes offered for sale.

Price Mix-The amount for which the product is offered for sale.

Promotion Mix-The different combinations of sales promotional activities undertaken.

Place Mix-Selecting the type of channel, where the goods to be offered.

12. Need Recognition-Starts with identification of needs.Need is the felt deprivation of a basic need.

Information Search-Searching for available resources to satisfy the need.

Evaluvation of alternatives-Finding the pros and cons of available info.

Purchase decision-By considering likes and dislikes a purchase decision is made.

Post purchase behavior-The feeling of satisfaction or dissatisfaction felt by the customer.

 (5 × 5 = 25 marks)

 ***Section C***

 ***Essay questions. Answer any one question. Carries 15 marks***

13. **Segmentaion,Targeting and Positioning**

**Segment ation-**Large identifiable group within a market with similar wants,purchasing power and location. Niche Marketing-Concentrating on a single target market and tailoring the marketing mix to it.

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**Targeting**

It is the process of deciding the market segments to be served.

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b)Differentiated-Enters many segments,but has a unique mix for each segment.

Concentrated/Niche-Concentrating on a single target market and tailoring the market mix to it.

**Positioning**

Position is occupying a clear distinctive image in the minds of the customer.Positioniong can be in relation to attributes,competition,price and quality,user group,some use.

14.New Product can be products entirely new to world market,new product lines,improvements,repositioning,additions,cost reductions.

**Stages Involved**

Idea generation-creation of different ideas that search for new products or opportunities.

Idea screening-checking the feasibility of ideas as well as discarding the ones

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 (1 × 15 = 15 marks)