

INDIAN MARITIME UNIVERSITY
(A Central University, Government of India)
Semester Examination December 2017

Master of Business Administration (ITLM)/ (PSM)
MARKETING MANAGEMENT PG22T2106/ PG21T2106

Date: 09/12/2017

Maximum Marks: 60

Time: 3hrs

Pass Marks: 30

Part-A

(12x1=12 Marks)

(Answer All Questions)

Choose the correct answer:

1. What is the basis for all marketing strategies and decisions?
 - a. Marketing Mix
 - b. Mission Statement
 - c. Marketing Plan
 - d. None of the above
2. A relatively inexpensive item that merits little shopping effort is known as:
 - a. Convenience Product
 - b. Unsought Product
 - c. Specialty Product
 - d. Shopping Product
3. Using ambient scenting to create a unique experience in a hotel is an example of:
 - a. Intangible part of services marketing
 - b. Tangible part of services marketing
 - c. Neither a nor b
 - d. Both a and b
4. -----is the difference between the amount of product produced and the amount an end user wants to buy.
 - a. Discrepancy of quantity
 - b. Spatial discrepancy
 - c. Temporal discrepancy
 - d. None of the above
5. What is wrong with 'competitive advantage' in the following:
 - a. It works for anyone, from employees to countries
 - b. The term first applied to businesses
 - c. Michael Porter as guru of competitive advantage
 - d. It further developed by C.K. Prahlad and et al.
6. What is the price charged to customers multiplied by the number of units sold?
 - a. Value

- b. Revenue
 - c. Sales
 - d. None of the above
7. Measuring how products or services supplied by a company meet or surpass a customer's expectation is
- a. Customer Churning
 - b. Customer Retention
 - c. Customer Satisfaction
 - d. All the above
8. ----- a brand manufactured by a third party for an exclusive retailer, without evidence of that retailer's affiliation.
- a. Captive brand
 - b. Manufacturer's brand
 - c. Private brand
 - d. Individual brand
9. Facebook's Instant Personalization (IP) service automatically checked on user profiles and imports profile data onto certain Web sites upon the user's next visit is an example of:
- a. Customization
 - b. Mass customization
 - c. Personalization
 - d. None of the above
10. The most prominent difference separating intermediaries is whether they ---
---to the product
- a. negotiate with one another
 - b. take *title*
 - c. facilitate the change of ownership between buyers and sellers
 - d. physically move products from the manufacturer to the final consumer
11. In what stage, the market becomes saturated and the product is no longer sold and becomes unpopular?
- a. Introduction
 - b. Growth
 - c. Maturity and Growth
 - d. None of the above
12. Morals are the rules people develop as a result of:
- a. Ethical behavior of a section of people
 - b. Cultural values and norms
 - c. Code of ethics

d. Legal standard

Part-B (5x4=20 Marks)

(Answer ANY FIVE Questions not exceeding 200 words each. All Questions carry equal marks)

- 13.** How does the ethical behavior matter in marketing management?
- 14.** Explain how and why product warranties are important marketing tools.
- 15.** What do you mean by the 'heterogeneity' aspect of services marketing?
- 16.** Explain the three categories of pricing objectives.
- 17.** Examine the importance of marketing management orientations.
- 18.** Critically examine why competition is so intense in maturity stage. You are supposed to use marketing research data to support the answer.
- 19.** Briefly discuss the marketing channel functions performed by intermediaries.

Part-C

(4x7=28 Marks)

(Question No.20 is compulsory. Answer any THREE from the remaining questions. Each Analysis/Answer should not exceed 500 words)

20. Make a detailed note on your experience with a service business (for example, hairdresser, Movie Theater, dentist, restaurant, car repair etc) in terms of your expectations and perceptions about each of the five components of service quality. You have to develop marketing mixes for services based on:

- a) Four types of processing
- b) Core and supplementary services
- c) Distribution decisions
- d) Pricing objectives for services
- e) Tangible cues, if any.

21. "Marketing channels aid in overcoming discrepancies of quantity, assortment, time, and space created by economies of scale in production". Comment

22. Discuss nonprofit organization marketing.

23. "The price of a product normally changes as it move through the life cycle and as demand for the product and competitive conditions change". Comment

24. Does Corporate Social Responsibility (CSR) equip to deal with 21st century needs for the corporate entities all over the world? Share your thoughts and independent viewpoints.

25. Read the following piece of write-up and answer the following:

Impact of Internet

In many respects, "going global" is easier than it has ever been before. Opening an e-commerce site on the Internet immediately puts a company in the international marketplace. Sophisticated language translation software can make any site accessible to people around the world. Global shippers such as UPS, FedEx, and DHL help solve international e-commerce distribution complexities. E4X, Inc. offers software to ease currency conversions by allowing customers to pay in the currency of their choice. E4X collects the payment from the customer and then pays the site in US dollars. Nevertheless, the promise of "borderless commerce" and the global "Internet economy" are still being restrained by the old brick-and-mortar rules, regulations, and habits. For example, Lands' End is not allowed to mention its unconditional refund policy on its e-commerce site in Germany because German retailers, which normally do not allow returns after 14 days, sued and won a court ruling blocking mention of it.

a) Identify five key issues. Do you think the title justifies the means?

b) How 'borderless commerce' relevant in this vignette?

c) Explain how "going global" via the Internet presents opportunities and challenges.

d) Give several examples of how culture may hinder "going global" via the Internet.
