

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Winter 2022 - 23 Examination

Semester: 3
Subject Code: 06101201
Subject Name: Marketing Management-I

Date: 22/09/2022
Time: 10:30am to 1:00pm
Total Marks: 60

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as Directed.

A).Multiple choice type questions/Fill in the blanks. (Each of 1 mark) (05)

1. “The _____ concept holds that consumers and businesses, if left alone, will ordinarily not buy enough of the organization’s products.

- | | |
|---------------|-----------------------|
| a) production | c) selling |
| b) marketing | d) holistic marketing |

2. What is the last stage of the consumer decision process?

- | | |
|---------------------------|---------------------------|
| a) problem recognition | c) post purchase behavior |
| b) alternative evaluation | d) purchase |

3. The Term Marketing Myopia was introduced by

- | | |
|-------------------|--------------------|
| a) Bob Lauterborn | c) Neil Borden |
| b) McCarthy | d) Theodore Levitt |

4. The information of MIS comes from the

- | | |
|--------------------------------------|--------------------|
| a) Internal source organization | c) External source |
| b) Both internal and external source | d) none of these |

5. The Coca Cola Company markets a wide range of different beverage products including soft drinks, bottled water, juices and sports drinks. Each product appeals to a different segment. This is an example of which type of market offering?

- | | |
|-------------------------------|-----------------------------|
| a) Undifferentiated marketing | c) Differentiated marketing |
| b) Targeted marketing | d) All of the above |

B).Define the following. (Each of 1 mark) (05)

- 1.Meta Marketing
- 2.Societal Marketing concept
3. Learning Model
4. Research
- 5.Consumer behaviour

C).Direct questions. (Each of 1 mark)

(05)

1. Examples of Psychographic segmentation
2. Mention three difference between selling and marketing
3. Examples of consumer Research
4. Four important factors to be considered for organization buying
5. Mention four Importance of Marketing research

Q.2 Answer the following questions.

A). Explain the marketing process in detail.

(07)

B).What do mean by product positioning? Discuss the positioning strategies in detail.

(08)

Q.3 Answer the following questions.

A).Explain the marketing research process in detail.

(07)

B). Elaborate the consumer decision making process with suitable example

(08)

Q.4 Attempt any two questions. (Each of 7.5 mark)

(15)

India have stated and running, and sportswear companies are taking advantages of this new zeal. Sportswear companies are launching new running shoes and are associating themselves with running event. Nike's free 5.0 stimulate barefoot running experience while Reebok's Reebok one has a three-part sole and Puma has launched mobium aimed at this segment. Sportswear companies are forcing on running shoes because people no longer wear just anything when they for run they want especially designed shoes for running. And it is just not shoes, a complete ecosystem is evolving around. Running customized playlists, training apps and wrist bands that measures distance travelled and calories burned. Companies in diverse industry such as sportswear, food and finance are targeting this segment

Running is participative and social in nature-it is not merely a spectator sport. hence, brands like standard chartered, TCS and Airtel are sponsoring running events like Mumbai Marathon to create an emotional connect with their customers. Brands are using this new obsession with running to connect with youth. Nike sponsors, a popular 4 kms foot race called 'Outrun' in college fest in Mumbai. Puma organizes running competition in schools. It also organizes, a corporate relay race called 'Urban Stampede' where every team member runs 5 kms. It helps people bond and attracts new runners. Reebok organizes training sessions for participants of Delhi half Marathon. It also organizes training sessions for runners in other cities, where the focus is on running safely and tracking breathlessness. Reebok aims to educate people to run to keep fit and not to win Marathons. Most sportswear companies are providing training Camps for aspiring runners Ans training spaces for experienced ones.

They do not mind even if participants turn up in the shoes manufactured by competitors. Many enthusiasts participate in runs organize by company such as running and living infotainment, which organizes runs on diverse terrains such as roads of cities, Corbett national park and hills of Himalayas. And companies are keen to associate with them.

Ques.

1. How are companies catering to runners' segment.
2. How can companies expand this segment?

2. Each consumer is different to target, and marketer has to take due care about the customer background” throw some light the in formation of consumer behaviour.
3. Develope an effective marketing mix wireless charger
4. Explain the buyer Behaviour model with suitable examples.