

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**MBA Winter 2017 - 18 Examination**

**Semester: 2**  
**Subject Code: 06200156**  
**Subject Name: Marketing Management**

**Date: 17/01/2018**  
**Time: 02:00 pm to 04:30 pm**  
**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. As economies advance, a growing proportion of the economy's activities focuses on the production of \_\_\_\_\_.  
 a) Products  
 b) Services  
 c) Events  
 d) Ideas
2. In a modern customer-oriented organization chart, the \_\_\_\_\_ of an organization immediately follow the customer segment.  
 a) top management  
 b) marketing department  
 c) frontline people  
 d) middle management
3. Which of the following products is most likely to be characterized by low involvement but significant brand difference?  
 a) toothpastes  
 b) packet of salt  
 c) digital cameras  
 d) a milk carton
4. The purchasing department buys office supplies on a routine basis from a pre-approved list of suppliers. This type of purchase is classified as a \_\_\_\_\_.  
 a) Modified rebuy  
 b) New Task  
 c) Straight Rebuy  
 d) Secondary purchase
5. Kim is a young professional who enjoys snowboarding and going to rock concerts with her friends. According to the VALS eight-part typology segmentation system, Kim is best described as a/an \_\_\_\_\_.  
 a) thinker  
 b) experiencer  
 c) achiever  
 d) striver

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

1. Marketing research
2. Customer-perceived value
3. Consumer behavior
4. Organizational buying
5. Zero-level channel

**C). Direct questions. (Each of 1 mark) (05)**

1. Permission marketing is based on which premise/ assumption?
2. Differentiate in short: Publicity vs Public relations
3. What is Subliminal perception?
4. What do you understand by Viral Marketing?
5. When does price discrimination occur?

**Q.2 Answer the following questions.**

**A). Marketers are involved in marketing 10 types of entities. List any seven and briefly characterize these entities. (07)**

**B). Business markets have several characteristics that contrast sharply with those of consumer markets. Name and briefly characterize five of those characteristics. (08)**

**Q.3 Answer the following questions.**

**A).** Explain Marketing Communications Mix with suitable examples. **(07)**

**B).** What are the different types of promotional pricing? **(08)**

**Q.4 Attempt any two questions. (Each of 7.5 mark)** **(15)**

1. Atlas camera division produces a range of professional quality 35mm and consumer-friendly digital cameras. The 35mm market is rapidly declining and the faster-growing digital camera segment is saturated with competition, so Atlas is struggling with sales. Identify the marketing tasks the management team would need to address to make Atlas competitive in the digital camera space.
2. Generation Y members are often turned off by overt branding practices and "hard sell." List and provide examples for the different approaches tried by the marketers to reach and persuade them.
3. Xioami produces phone but it's always in Over-demand. What is over-demand? Discuss some ways how Xioami respond to over-demand.
4. Services are intangible in nature and thus it is very difficult to have equity and uniformity so as to deliver similar experience each time. List three steps that service firms can take to increase quality control over services and reduce variability.