

**PARUL UNIVERSITY**  
**FACULTY OF COMMERCE**  
**B.Com (Hons) Winter 2017-18 Examination**

**Semester: 3****Subject Code: 16103201****Subject Name: Marketing Management - I****Date: 18/12/2017****Time: 10.30 am to 1.00 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 (A) MCQ (1 mark each. All Compulsory)****(06)**

1. The four unique elements to services include:

- A. Independence, intangibility, inventory, and inception
- B. Independence, increase, inventory, and intangibility
- C. Intangibility, inconsistency, inseparability, and inventory
- D. Intangibility, independence, inseparability, and inventory

2. Which one of the following is a key to build lasting relationships with consumers?

- A. Price of the product
- B. Need recognition
- C. Customer satisfaction
- D. Quality of product

3. A(n) \_\_\_\_\_ product exceeds customer expectations.

- A. Strategic
- B. Superior
- C. Augmented
- D. Anticipated

4. . A further 3Ps are incorporated into the Service marketing mix:

- A. physical evidence, process and price.
- B. process people and promotion.
- C. physical evidence, people and production.
- D. physical evidence, process and people.

5. . If the aim of the promotion to introduce a new consumer product is to achieve high awareness levels, the firm will most likely make heavy use of \_\_\_\_\_ in the promotional mix.

- A. Advertising
- B. Sales promotion
- C. Personal selling

D. Publicity

6. A consumer contest is an example of \_\_\_\_\_.

A. Personal selling

B. Sales promotion

C. Advertising

D. Indirect selling

**(B) Definitions / One-liners / Terms (1 mark each. All Compulsory)**

**(06)**

Q1. Define Market Segmentation.

Q2. What is Advertising?

Q3. What is Niche Marketing?

Q4. What is shallow pocket trap?

Q5. What is Channel Differentiation?

Q6. What is Expected Product?

**Q.2 Answer the following. (4 mark each. All Compulsory)**

**(12)**

A. Describe the criteria for effective market segmentation.

B. What are the objectives of promotion? What are the basic types of promotion strategy?

C. “Advertising sells products”. Do you agree with the statement? Give reason for your answer.

**Q.3 Answer the following. (6 mark each. Any Three out of Four)**

**(18)**

A. What is meant by marketing segmentation? What will be the suitable base for marketing of televisions?

B. Explain in detail product mix of HUL.

C. Which are the strategies used by the companies to position its offerings to consumers.

D. What is service differentiation? Explain in detail the tools of service differentiation.

**Q.4 Answer the following. (9 mark each. Any Two out of Three)**

**(18)**

A. Define the concept of promotion-Mix. Explain in detail the Elements of promotion mix.

B. Explain in detail the following concepts:

i) Relationship Marketing

ii) Marketing ethics

C. Explain in detail the steps involved in setting the price.