

Seat No: \_\_\_\_\_

Enrolment No: \_\_\_\_\_

**PARUL UNIVERSITY**

**FACULTY OF COMMERCE**

**B.Com (Hons) Winter 2018-19 Examination**

**Semester: 3**

**Subject Code: 16103201**

**Subject Name: Marketing Management - I**

**Date: 26/11/2018**

**Time: 10:30am to 01:00pm**

**Total Marks: 60**

---

**Instructions:**

1. Attempt all questions as directed.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.

**Q.1 (A) Do as directed (MCQ, True or False) (1 mark each. All Compulsory)**

**(12)**

1. The process of assessing the relative worth of different market segments and selecting one or more segments in which to compete is called .....
  - a) Target marketing
  - b) Market segmentation
  - c) Product differentiation
  - d) None of these
2. Using the names of company's powerful brands for line extensions is.....
  - a) Positioning by Product Attributes and Benefits
  - b) Positioning by Brand Endorsement
  - c) Positioning by use, Occasion and Time
  - d) Positioning by Corporate Identity
3. Anything that has the ability to satisfy a consumer need is known as.....
  - a) Price
  - b) Package
  - c) Product
  - d) Promotion
4. Revival plans to reintroduce the product in more modified form is adopted in .....stage of PLC.
  - a) Introduction.
  - b) Maturity.
  - c) Decline.
  - d) Growth.
5. Direct marketing is found more suitable to which of the following products?
  - a) Agriculture products
  - b) TV
  - c) Shoes
  - d) Vacuum cleaner

6. A good catchy phrase used and repeated often in an advertisement is -----

- a) Idea
- b) Brand name
- c) Trade mark
- d) Slogans

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

- 1. Define Market segmentation.
- 2. Define market Positioning.
- 3. What is Differentiation?
- 4. What do you mean by expected product?
- 5. What are the three basic purposes of promotion?
- 6. What is decoding.

**Q.2 Answer the following. (4 mark each. All Compulsory)** **(12)**

- A. Explain Push strategy and Pull strategy with the help of diagram.
- B. Discuss the Customer Value Hierarchy with the help of example.
- C. Explain the following terms.
  - 1. Image Differentiation
  - 2. Differentiation in terms of personnel
  - 3. Product length
  - 4. Product Depth

**Q.3 Answer the following. (6 mark each. Any Three out of Four)** **(18)**

- A. How do companies evaluate and select target segment? Explain using diagram.
- B. Discuss Point of difference (POD) versus Points of Parity (POP).
- C. Define Advertising. Discuss the characteristics of Advertising.
- D. What is Relationship marketing? Discuss the scope of relationship marketing.

**Q.4 Answer the following. (9 mark each. Any Two out of Three)** **(18)**

- A. Define the concept of promotion-mix. What are the determinants of promotion-mix.
- B. What is market segmentation? Discuss any two bases of market segmentation.
- C. What is Differentiation? Discuss the tools of Service differentiation.

