

Seat No: _____

Enrolment No: _____

PARUL UNIVERSITY
FACULTY OF COMMERCE
B.Com (Hons) Winter 2019-20 Examination

Semester: 3

Subject Code: 16103201

Subject Name: Marketing Management - I

Date: 18/12/2019

Time: 10:30 am to 1:00 pm

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) (06) (12)

1. The essential criteria for effective segmentation is
 - a) Homogeneity
 - b) Measurability
 - c) Profitability
 - d) All of these
2. The strategy where the producer or marketer does not differentiate between different type of customers
 - a) Undifferentiated Marketing
 - b) Differentiated Marketing
 - c) Concentrated Marketing
 - d) Customised or Personalised Marketing
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 instage of PLC.
 - a) Introduction
 - b) Maturity
 - c) Decline
 - d) Growth
5. Marketing is a process of converting the potential customers into
 - a) Actual customers
 - b) Prospective customers
 - c) Marketers
 - d) None of these
6. Which of the following is not an element of demographic segmentation
 - a) Family size
 - b) Population density
 - c) Income
 - d) Religion

(B) Do as directed (Definitions / One-liners / Terms) (1 mark each. All Compulsory) (06)

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

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

- A. Discuss the Customer Value Hierarchy with the help of example.
- B. Explain the following terms.
 1. Image Differentiation
 2. Differentiation in terms of personnel
 3. Product length
 4. Product Depth
- C. Explain the process of communication in marketing.

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

- A. Define Advertising. Discuss the characteristics of Advertising.
- B. Define Positioning. Discuss various strategies/approaches of product positioning.
- C. What is Relationship marketing? Discuss the scope of relationship marketing.
- D. Discuss Point of difference (POD) versus Points of Parity (POP).

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

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