

Jagan Institute of Management Studies
End-Term Examination, September-October, 2017
Trimester I – PGDM (IB) 2017-19

Marketing Management I
ET_IB_MM-I_2909

Time: 3 Hrs.

M. Marks: 70

INSTRUCTIONS: Attempt any FIVE questions including Q1 & Q7 which are compulsory.

- Q 1** Briefly explain about any FOUR of the following concepts applicable to marketing:
- a) Many sellers suffer from 'marketing myopia'.
 - b) As a first step a marketer needs to understand customers' needs, wants and demands.
 - c) Customers' life-styles can be profiled by analysing their activities, interests and opinions.
 - d) A B2B buying center is a decision making unit in which members perform SEVEN different roles.
 - e) To achieve higher efficiency and effectiveness in marketing, managers generally resort to segmentation and targeting.
 - f) A marketer has many options as positioning approaches to create a positive and distinct perception in the minds of the target customers.
 - g) Ansoff's Matrix provides a firm with four alternatives of Growth Strategies. **16**
- Q 2** Samsung wants to know how many and what kinds of people will buy its next-generation, ultrathin televisions. What are the steps that Marketers will need in marketing research to get such information? **13**
- Q 3** The company and all of the other actors operate in a larger macro-environment of SIX major forces that shape opportunities and pose threats to the company. Examine with one example each of these forces and show how they influence marketing. **13**
- Q 4** Marketing management has to design strategies that will build profitable relationships with target consumers on one hand; and on the other hand, often conflicting interests of customers, the organization and society. To do so, there are five alternative concepts for organizations to follow: the production, product, selling, marketing, and societal marketing concepts. Give details of these with suitable examples. **13**

- Q 5** The major activity in strategic planning is business portfolio analysis, whereby management evaluates the products and businesses that make up the company. The company will want to put strong resources into its more profitable businesses and phase down or drop its weaker ones. How does BCG Matrix help in company achieving this? **13**
- Q 6** Digital technology including internet has brought a new wave of communication, advertising and relationship building tools. More than just add-ons to traditional marketing channels, the new digital media must be fully integrated into the marketer's customer-relationship-building efforts. Give your views on this with supporting examples. **13**
- Q 7** Buying a car has always been a fanciful dream of most Indians, at least so from the time Maruti came out with its entry model 800. Indian car market has gone through a sea-change since then. There is hardly any global major car manufacturer which does not have presence in Indian market. It is estimated that India will be the third largest market for cars by 2020. On an average, each auto-major company is introducing two new models every year. The spectrum of cars available to consumers is also the widest, ranging from mini twin-seat box to high-end luxury sedans, limos and sports vehicles.
While the market offers large potential opportunity, it is becoming more challenging every day to understand what makes a consumer buy a specific car.
Under this situation, address the following questions, making suitable assumptions wherever necessary:
- a) Explain the typical buying process for a car in a household.
 - b) Analyse the effect on the car purchase decision, of at least one each of influences in the cultural, social, personal and psychological categories. **15**
