

ST. PHILOMENA'S COLLEGE (AUTONOMOUS), MYSORE**PG DEPARTMENT OF COMMERCE****QUESTION BANK (Revised LOCF - 2021)****FIRST YEAR- FIRST SEMESTER (2021 Batch)****QP Code: 83124****COURSE TITLE (PAPER TITLE): MARKETING MANAGEMENT**

UNIT	Sl. No.	QUESTIONS	MARKS
1	1.	Bring out the meaning of the term 'market' and its features.	5
1	2.	Briefly explain the advantages of market.	5
1	3.	Explain the importance of marketing.	5
1	4.	Differentiate between 'convenience goods and shopping goods'.	5
1	5.	Briefly explain the advantages of marketing.	5
1	6.	Briefly explain the disadvantages of marketing.	5
1	7.	Describe 'marketing management'.	5
1	8.	Write a short note on CRM.	5
1	9.	Briefly explain the concept of E-Marketing	5
1	10.	Explain internet marketing	5
1	11.	Write short notes on: a) Societal marketing b) Cause related marketing.	5
2	12.	Describe 'consumer behaviour'.	5
2	13.	Bring out the characteristics of consumer behaviour.	5
2	14.	Briefly explain the importance of consumer behaviour.	5
2	15.	Discuss the roles played by a buyer during purchase of a product with examples.	5
2	16.	Explain the importance of studying the factors affecting buyer behaviour.	5
2	17.	Describe the concept of segmenting a market.	5
2	18.	Describe the concept of targeting a market.	5
2	19.	Describe the benefits of targeting a market.	5
2	20.	Bring out the difficulties while targeting a market.	5
2	21.	Explain in brief the concept of product positioning.	5
2	22.	Bring out the reasons of 'product positioning.	5
2	23.	Describe the concept of branding.	5
2	24.	Bring out the concept of 'brand loyalty'.	5

2	25.	Discuss the concept of 'brand equity' in brief.	5
3	26.	Explain 'product hierarchy' in brief.	5
3	27.	Describe the concept of 'introducing a new product into the market'.	5
3	28.	Explain the role of packaging a product.	5
3	29.	Explain the role of labelling a product.	5
3	30.	Bring out the differences between packaging and packing.	5
3	31.	Describe the meaning of 'pricing' and briefly explain its importance.	5
3	32.	Briefly explain the benefits of 'pricing'.	5
3	33.	Briefly explain the disadvantages of 'pricing'.	5
3	34.	Write short notes on: a) Discounts b) Rebate.	5
3	35.	Bring out the benefits of discounts.	5
4	36.	Describe the meaning of 'distribution channel'.	5
4	37.	Briefly explain the importance of a distribution channel.	5
4	38.	Briefly explain the selection of a distribution channel.	5
4	39.	Explain 'Retailing'.	5
4	40.	Explain 'Wholesaling'.	5
4	41.	Explain the concept of 'Integrated Marketing Communication'.	5
4	42.	Explain the benefits of 'Integrated Marketing Communication'.	5
4	43.	Briefly explain the importance of Integrating Marketing Communication.	5
4	44.	Explain the concept of 'Integrated Marketing Communication mix'.	5
4	45.	Describe the meaning of 'promotion'.	5
4	46.	Differentiate between 'publicity and advertising'.	5
4	47.	Briefly explain the tools of sales promotion in brief.	5
4	48.	Write a short note on 'public relations' with regard to marketing.	5
1	49.	Explain the types of market.	10
1	50.	Explain the classification of goods.	10
1	51.	Differentiate between Selling concept and Marketing concept.	10
1	52.	Explain the concept of marketing.	10
1	53.	Explain the importance of marketing management.	10
1	54.	Bring out the recent trends in marketing.	10

1	55.	Marketing via social channels is the best for 21st century.	10
2	56.	Explain Maslow's hierarchy of needs influencing consumer behaviour.	10
2	57.	Explain the theory of 'Economic Man'.	10
2	58.	Explain the factors influencing consumer behaviour.	10
2	59.	Explain the purchase decision of a buyer.	10
2	60.	Explain the basis of segmenting a market.	10
2	61.	Explain the requisites of segmenting a market.	10
2	62.	Bring out the benefits of market segmentation.	10
2	63.	Bring out the challenges faced by the marketer during segmentation.	10
2	64.	Explain the target marketing strategies.	10
2	65.	Write short notes on: a) Brand Equity b) Brand Loyalty.	10
3	66.	Explain the Product Life Cycle.	10
3	67.	Bring out the strategies of product life cycle.	10
3	68.	Explain the concept of 'Product Line'.	10
3	69.	Discuss the stages of 'developing a new product to be introduced in the market'.	10
3	70.	Describe the meaning of a 'product' and explain its characteristics.	10
3	71.	Explain the concept of pricing policy in brief.	10
3	72.	Discuss the 'strategies affecting pricing decision'.	10
3	73.	Explain the factors influencing pricing.	10
4	74.	Explain the channels involved in distribution of products.	10
4	75.	Explain the factors affecting the selection of a distribution channel.	10
4	76.	Explain the types of 'distribution channel'.	10
4	77.	Distinguish between Wholesaling and Retailing.	10
4	78.	Discuss the components of Integrated Marketing Communication.	10
4	79.	Discuss the strategies of Integrated marketing communication.	10
4	80.	Explain 'promotion mix' in brief.	10
4	81.	Explain the reasons behind advertising a product with relevant examples.	10
3	82.	As economy expands and education becomes widespread, more and more family units have two or more earning members. The traditional role of men as the bread earn is now diminishing as women enter the workforce. Some women work	15

		<p>because they like to pursue careers and put to use their education, while others work to supplement family income.</p> <p>Both types of women groups point to the transformation in society being caused by the expanding ranks of working women. The changing role of women has already affected consumer advertising, politics and other recreational activities.</p> <p>Many marketers have leaped into the multibillion dollar “working woman” market, with mixed results. They are offering everything from working women magazines to seminars on climbing the corporate ladder. Many are finding that they initially misunderstood the employed woman and her effect, not only on new but also on existing product markets. For example, the perception was that women with pay cheques like to ‘splurge’ on themselves. But women polled said that they feel guilty about such expenditures. In general, there has not been enough thinking about what the changing market really means. But it is clear that this trend has not been enough thinking about what the changing market really means. But it’s clear that this trend has squelched some outmoded assumptions.</p> <p>Marketing of household products, for instance, should emphasise thrift, convenience, or speed, if it is to succeed. Women no longer find their identity and self-esteem in clean, brighter-than-bright kitchen and house.</p> <p>Two-income families share decisions about purchases from banking services to bleach. They want plenty of product information which is equally appealing to men and women. Women aren’t necessarily doing all of the shopping and meal preparation and many more. Men, children and especially teenage girls are making choices of food and other products. New products that promise more leisure will also in favour among employed women. Today’s two-income family earns more than the average family but saves a smaller average proportion of its income. The working couple buys more clothes, cosmetics, transportation, domestic services, child care, restaurant meals and ready-made food.</p> <p>Questions:</p> <ul style="list-style-type: none"> a) With more women working, why should the traditional advertising concept be changed? b) In developing new household products, how should the marketers target the buying population? c) Characterise the changing role of men, women and children in working family. 	
1	83.	With increase in per capita income and corresponding shift towards western lifestyle, Indians have begun spending more on personal grooming. The desire to	15

		<p>look healthy and beautiful is on the rise. All these factors, coupled with near obsession of the Indians fir fair skin, have given an unprecedented impetus to the Indian Fairness market in the past few decades. Banking on the opportunity, Hindustan Unilever Limited (HUL) launched Fair and Lovely fairness cream in 1975. With its positioning as the first ever fairness cream targeted at common man, the brand turned out to be a momentous success. Challenging HUL’s dominance, Cavin Kare, a Chennai-based FMCG, introduced Fairever. The product, aimed at middle class consumers, was differentiated based on the ingredients used i.e., Kashmiri saffron and milk used i.e., Kashmiri saffron and milk used in the preparation. Soon a handful of domestic and multinational companies like Dabur, Emami, L’Oréal, P&G, Avon, Oriflame, etc., joined the fray with their unique differentiation and positioning strategies, thus contributing to the momentous growth of the Indian fairness products market. Given the competition from these global brands, Indian brands are facing a huge threat in terms of brand value.</p> <p>Questions:</p> <ul style="list-style-type: none"> a) How should Indian fairness brands take viable marketing mix decisions to make a mark globally. b) Mention and explain the strategies that Indian players should adopt to emerge as leaders in the immensely cluttered fairness products market. 	
3	84.	<p>Bat industries have been manufacturing power generation equipment in small and medium sizes. The sales were made directly to customers who had large orders and through distributors to other customers. The power equipment was also sold overseas. The international business accounted for 50% of sales.</p> <p>The sales department was organized by regional territories. The Regional Sales Manager was responsible for generating sales, making calls on prospective clients and developing new product ideas. The Marketing Manager immediately created a market development group and tasked them with developing a comprehensive marketing plan which integrated current sales efforts with new product development.</p> <p>The market development group recommended that Bat Industries should enter the systems market. That is, Bat should put together products that satisfied customer needs such as an irrigation pump used for watering crops. This strategy involved identifying other components such as pump used for watering crops. This strategy involved identifying other components such as pumps that could be matched with Bat’s power generators and sold to the customers. They felt that to</p>	15

		<p>market these systems it was necessary to appoint Product Managers who had complete responsibility to develop and market the system. The clients for these systems were well-defined and sales would have to be specially tailored to their needs. The Regional Managers could continue to sell power generators to other systems companies and original equipment manufacturers. The Regional Managers did not have time to market specialised systems adequately and also lacked customer knowledge and orientation.</p> <p>The Marketing Manager was, however, opposed two parallel sales organizations. He felt that the job of the Product Manager ended with successful development and introduction of a given product. The sales responsibility would then be turned over to Regional Sales Managers and Product Managers moved on to other product-development efforts.</p> <p>Questions:</p> <ul style="list-style-type: none"> a) Should Product Managers sell exclusively their systems across all territories? b) What are the disadvantages of parallel regional sales and product sales organizations? c) How is the systems-approach useful for understanding the elements of personal selling strategy? 	
4	85.	<p>ABC industries have been manufacturing power generation equipment in small and medium sizes. The sales were made directly to customers who had large orders and through distributors to other customers. The power equipment was also sold overseas. The international business accounted for 50% of sales.</p> <p>The sales department was organized by regional territories. The Regional Sales Manager was responsible for generating sales, making calls on prospective clients and developing new product ideas. The Marketing Manager immediately created a market development group and tasked them with developing a comprehensive marketing plan which integrated current sales efforts with new product development.</p> <p>The market development group recommended that ABC Industries should enter the systems market. That is, ABC should put together products that satisfied customer needs such as an irrigation pump used for watering crops. This strategy involved identifying other components such as pump used for watering crops. This strategy involved identifying other components such as pumps that could be matched with ABC's power generators and sold to the customers. They felt that to market these systems it was necessary to appoint Product Managers who had</p>	15

		<p>complete responsibility to develop and market the system. The clients for these systems were well-defined and sales would have to be specially tailored to their needs. The Regional Managers could continue to sell power generators to other systems companies and original equipment manufacturers. The Regional Managers did not have time to market specialised systems adequately and also lacked customer knowledge and orientation.</p> <p>The Marketing Manager was, however, opposed two parallel sales organizations. He felt that the job of the Product Manager ended with successful development and introduction of a given product. The sales responsibility would then be turned over to Regional Sales Managers and Product Managers moved on to other product-development efforts.</p> <p>Questions:</p> <ul style="list-style-type: none"> a) What would be your decision in structuring the marketing and sales organizations for ABC Industries? b) Is the Marketing manager right in overruling recommendations of market development group? c) How is the systems-approach useful for understanding the elements of personal selling strategy? 	
4	86.	<p>To reach small to medium sized businesses, IBM uses a number of different sales channels. For example, when specialised software applications were developed for its AS/400 computer, the firm targeted the community banking market. In launching the campaign, IBM's direct marketing department sent out the brochures (which contained 800 number goes to IBM's call centre where sales lead is screened and qualified. Qualified leads are then transmitted to business partners (Channel members) who then close the sale. Once the sale is made, IBM then ships the product to the customer site. Business partners then provide on-site installation and support.</p> <p>Questions</p> <ul style="list-style-type: none"> a) Describe the benefits that this market coverage strategy provides to IBM. b) Next, consider the potential risks that this strategy might present to IBM and the steps the firm might take to ensure that the strategy works. 	

St. Philomena's College (Autonomous) Mysore
I Semester M.Com Final Examination December 2019

Subject: COMMERCE

Title: Marketing Management (HC)

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Time: 3 Hours

Max Marks: 70

PART -A

Answer any FIVE questions. Each question carries 5 Marks

5×5=25

1. Write a note on marketing myopia.
2. Briefly explain the marketing functions.
3. What is market segmentation? Explain its benefits.
4. What are marketing advantages of branding?
5. Briefly explain the various types of distribution channels in marketing.
6. What are the elements of marketing-communication mix?
7. What are the objectives of sales promotion?
8. Briefly discuss the important components of integrated marketing communication (IMC).

PART -B

Answer any THREE questions. Each question carries 10 Marks

3×10=30

9. "Customer is the king". Explain the statement with reference to the modern concept of marketing and recent trends in marketing.
10. How will you assess the effectiveness of good advertisement?
11. Discuss the stages of product life cycle in detail.
12. What are the steps involved in price determination? Explain.
13. Discuss the factors governing the channel choice.

PTO

6

As yet, specialty coffee represented a small silver of the overall market and there were other signs that it might not ever grow beyond a small circle. New trends like coffee-based drinks and single-portion coffee in pods (e.g. K-cups, Nespresso) actually shifted more of the value-added towards roasters without a premium for growers. A consolidation was taking place among mass roasters that was even sweeping-up third-wave roasters in its wake. Observers argued that could lead to greater uniformity with even less emphasis on origin-based, direct-traded coffee.

Illy's hope is that someone would come up with an innovation that would solidify the beginnings of the third wave and help reshape the market. Such a change would not necessarily have to involve illycaffè; Andrea Illy believes as the world's premium brand, an increased emphasis on quality in the market would only help his company. the most important thing was to make the coffee supply chain more equitable and coffee better-tasting.

- a) What is the focal point of the case study?
- b) Suggest creative solutions to business problems with regards to supply chain issues and marketing strategies?
