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Internal Assessment Test - II Question paper and Scheme

Sub: **Marketing Management**

Code: **20MBA15**

Date: **21-04-2022**

Duration: 90 mins

Max Marks: 50

Sem: I

Branch: MBA

OBE

Marks CO RBT

Part A -Answer Any Two Full Questions (20*02=40 Marks)			
1(a)	Define brand. A brand is a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers.	[03]	CO3 L1
(b)	Explain role and purpose of marketing channels. Roles and purpose of Marketing Channels <ul style="list-style-type: none"> • Transactional Function <ul style="list-style-type: none"> – Buying: Purchasing products for resale or as an agent for supply of a product – Selling: Contracting potential customers, promoting products, and soliciting orders. – Risk Taking: Assuming business risks in the ownership of inventory that can become obsolete or deteriorate • Logistical Function <ul style="list-style-type: none"> – Assorting: Creating product assortments from several sources to serve customers. – Storing: Assembling and protecting products at a convenient location to offer better customer service. – Sorting: Purchasing in large quantities and breaking into smaller amounts desired by customers. – Transporting: Physically moving a product to customers. • Facilitating Function <ul style="list-style-type: none"> – Financing: Extending credit to customers – Grading: Inspecting, testing, or judging products, and assigning them quality grades. – Marketing information and research: Providing information to customers and suppliers, including competitive conditions and trends 	[07]	CO4 L2
(c)	Explain Premiumization of services can be achieved. Premiumization is simply a means of getting customers to pay higher prices for a brand or product. <ul style="list-style-type: none"> • Safer: If service is trusted, safe and popular you can charge premium. • More Innovative: if service is unique, novel, involves cutting edge and advanced technology. • A Better experience: Fun, process, craft. • Easier: saves time and effort, saves energy, less thinking, intuitive. • Social image: signals image, signals status, aesthetics, design • More exclusive: Scarcity, location, limited production 	[10]	CO3 L2
2(a)	Define marketing channel. Marketing channel: Set of interdependent organizations involved in the process	[03]	CO4 L1

	of making a product or service available for the use of consumption. These are the routes or ways to market product and services that consumers and business buyers purchase			
(b)	<p>Explain role of packing as a marketing tool.</p> <ol style="list-style-type: none"> i. Protection and presentation are the basic functions of a packaging ii. Modern marketing methods demand that, package be convenient to handle transport requirements. iii. A package must be made to consistent and rigid quality standards. The consumer demands uniformity each time he purchases a product. iv. Transport economics v. Every package must be recognizable and vi. Every package must have eye appeal <p>Protection, Identification, Convenience, Promotion, Attraction, Economy, Reputation, Profit, Communication, Preserve.</p>	[07]	CO3	L2
(c)	<p>Explain factors affecting channel choice.</p> <p>Factors Affecting Channel Choice</p> <p>Market Factors</p> <ul style="list-style-type: none"> • Nature of the market: Elastic and Inelastic. • In case of industrial goods, he can sell directly because buyers are concentrated in few places. • Number of Companies: In case if buyers are limited in number, the manufacturer can directly sell to them. • If consumers are scattered the manufacturers should go for larger channel. <p>Product Factor</p> <ul style="list-style-type: none"> • Unit Value of the Product: Lower the value of the product longer will be the channel. Eg: Matchboxes, salt, etc. • Perishability: the shortest channel. Eg: Fruits, Vegetables, Milk, etc. • Nature of Product: If the product is highly technical in nature, the manufacturer sells it to the buyers. Eg: Computers, because such products require before & after sales services. • Consumer goods, which are technical in nature he may appoint sales agent. Eg: Motor Vehicle, TV, etc. <p>Company Factors:</p> <ul style="list-style-type: none"> • Finance: If the company is financially sound, it can sell its products directly to its consumers by maintaining its own warehouse, retail shops, etc. • Management Capability: If the management is capable of handling the distribution function efficiently, it can prefer a shorter channel. 	[10]	CO4	L2
3(a)	<p>Define brand equity.</p> <ul style="list-style-type: none"> • Brand equity is the set of brand assets and liabilities linked to the brand, its name, and symbol, that adds or subtracts value to a product or service for a firm / or its customers • Brand equity is the set of associates that permits the brand to earn greater volume than it would without the brand name. • A set of associations which are most strongly linked to a brand name 	[03]	CO3	L1

(b)	<p>Explain product differentiation strategies.</p> <ol style="list-style-type: none"> Product differentiation: features, warranty, durability, performance. Audi, BMW. Service differentiation: ordering ease, customer training. Zepto, Pizza delivery. Channel differentiation: Coverage, expertise, performance. Online and offline products availability. Relationship differentiation: competence, courtesy, credibility. Insurance companies sending premium reminder mails. Loyalty cards, redeem options. Reputation differentiation: perception, advertising, communication. Star hotel services 	[07]	CO3	L2
(c)	<p>Explain the channel conflict and resolving techniques.</p> <p>Defined as any situation where two different marketing or distribution channels are competing for the same sale with the same brand. Its opposition, disagreement or discard among the organizations. Arises when behaviour by one channel member is in opposition to the wishes or behaviour of its channel counterparts. Arises when the channel partners such as manufacturer, wholesaler, distributor, retailer, etc. compete against each other for the common sale with the same brand.</p> <p>Types of Channel conflict</p> <div data-bbox="295 996 874 1265" data-label="Diagram"> <pre> graph TD A[Types of Channel Conflict] --> B[Vertical Channel Conflict (Different levels in the same channel)] A --> C[Horizontal Channel Conflict (Same level within the channel)] A --> D[Multichannel Conflict (Different market channels)] </pre> </div> <ol style="list-style-type: none"> Vertical Channel Conflict: This type of conflict arises between the different levels in the same channel. E.g. The conflict between the manufacturer and the wholesaler regarding price, quantity, marketing activities, etc. Horizontal Channel Conflict: This type of conflict arises between the same level in the same channel. E.g. The conflict between two retailers of the same manufacturer faces disparity in terms of sales target, area coverage, promotional schemes, etc. Multichannel Conflict: This type of conflict arises between the different market channels participating in the common sale for the same brand. E.g. If a manufacturer uses two market channels, first is the official website through which the products and services are sold. The second channel is the traditional channel i.e. through wholesaler and retailer. If the product is available at a much lower price on a website than is available with the retailer, the multichannel conflict arises. <p>Managing the Channel Conflict</p> <p>Subordinate Goals: The channel partners must decide a single goal in terms of either increased market share, survival, profit maximization, high quality,</p>	[10]	CO4	L2

	<p>customer satisfaction, etc. with the intention to avoid conflicts.</p> <p>Exchanging employees: one of the best ways to escape channel conflict is to swap employees between different levels i.e. two or more persons can shift to a dealer level from the manufacturer level and from wholesale level to the retailer level on a temporary basis. By doing so, everyone understands the role and operations of each other thereby reducing the role ambiguities.</p> <p>Trade associations: Another way to overcome the channel conflict is to form the association between the channel partners. This can be done through joint membership among the intermediaries. Every channel partner works as one entity and works unanimously.</p> <p>Co-optation: Under this, any leader or an expert in another organization is included in the advisory committee, board of directors, or grievance redressal committees to reduce the conflicts through their expert opinions.</p> <p>Diplomacy, Mediation and Arbitration: when the conflict becomes critical then partners have to resort to one of these methods.</p> <p>In Diplomacy, the partners in the conflict send one person from each side to resolve the conflict.</p> <p>In Mediation, the third person is involved who tries to resolve the conflict through his skills of conciliation.</p> <p>In Arbitration, when both the parties agree to present their arguments to the arbitrator and agree to his decision.</p> <p>Legal resource: When the conflict becomes crucial and cannot be resolved through any above mentioned ways, the channel partners may decide to file a lawsuit.</p>			
	Part B - Compulsory (01*10=10marks)			
4	<p>The X company known for Vegan ice cream products, Planning to expand their business in South India. As a management consultant suggest them suitable pricing strategy and channel of distribution.</p> <p>Value based pricing may be discussed.</p> <p>Online and Offline channels of distribution may be explained.</p>	[10]	CO4	L3

Course Outcomes		PO 1	PO 2	PO 3	PO 4	PO 5
CO1	Develop an ability to assess the impact of the environment on marketing function.					
CO2	To formulate marketing strategies that incorporate psychological and sociological factors which influence buying					
CO3	Understand concept of Branding, development of product and significance of market segmentation , targeting and positioning	1a, 2b, 3a, 3b		1c		
CO4	Identifying marketing channels and the concept of product distribution.	1b, 2a, 2c		4, 2c, 3c		
CO5	Identifying techniques of sales promotion , significance of marketing research					
CO6	Synthesize ideas into a viable marketing plan for various modes of marketing					
Cognitive level	KEYWORDS					
L1	list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where, etc.					
L2	describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss					

L3	calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, experiment, show, examine, modify
L4	classify, outline, break down, categorize, analyze, diagram, illustrate, infer, select
L5	grade, test, measure, defend, recommend, convince, select, judge, support, conclude, argue, justify, compare, summarize, evaluate
L6	design, formulate, build, invent, create, compose, generate, derive, modify, develop, integrate
PO1–Theoretical Knowledge; PO2–Effective Communication Skills; PO3–Leadership Qualities; PO4 –Sustained Research Orientation; PO5 –Self-Sustaining Entrepreneurship	

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