

Internal Assessment Test – II. Scheme & Solution

Sub:	Marketing Management						Code:	22MBA15	
Date:	18-05-2023	Duration:	90 mins	Max Marks:	50	Sem:	I	Branch:	MBA

Marks	OBE	
	CO	RBT

Part A - Answer Any Two Full Questions (2* 20 = 40 marks)

1 (a)	<p>Define convenience goods.</p> <p>Convenience goods are products that consumers buy repeatedly without much thought. Once consumers choose their brand of choice, they typically stick to it unless they see a reason to switch. For example, an interesting advertisement or convenient placement at the checkout aisle may inspire them to try a new brand. Examples of convenience goods include: Gum, Toilet paper, Soap, Toothpaste, Shampoo, Milk</p>	[03]	CO3	L1
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(b)	<p>Outline the five product levels.</p> 	[07]	CO3	L4
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(c)	<p>Create the product life cycle (PLC) for a chosen product (of your choice) and describe the marketing strategies that can be used on each stage.</p>	[10]	CO3	L6
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	INTRODUCTION	GROWTH	MATURITY	DECLINE
Marketing objectives	Create product awareness & trial	Maximize market share	Maximize profits while defending market share	Reduce expenditure & "milk" brand
Product	Offer basic	Offer new features, extensions, service, & warranty	Diversify brand & models	Phase out weak items
Price	Usually high; use cost +	Maintain pricing	Match or lower than competitors	Cut price
Distribution	High expenses	Increase number of outlets	Intensify distribution	Very selective
Promotion	Build awareness among early adopters	Build awareness & interest in mass market	Stress brand differences & benefits	Reduce level to maintain loyal customers

2 (a)	<p>Define promotion.</p> <ul style="list-style-type: none"> Promotion encompasses all the tools in the marketing mix whose major role is persuasive communication. Promotion includes advertising, personal selling, sales promotion, other selling tools. Concerned with demand generation, positioning. Marketing communications are messages and related media used to communicate with a market 	[03]	CO4	L1
(b)	<p>Examine the components of IMC (integrated marketing communication).</p> <ul style="list-style-type: none"> Public relations and Publicity. Direct marketing. Interactive marketing. Word of mouth Personal selling. Advertising. Sales promotion Events and Experiences. 	[07]	CO4	L3
(c)	<p>Outline the steps in developing effective integrated marketing communication.</p> <div style="text-align: center;"> <h3><u>IMC Planning Process</u></h3> <pre> graph TD A[Review of marketing plan] --> B[Analysis of Promotional program situation] B --> C[Analysis of communications process] C --> D[Budget determination] D --> E[Develop integrated marketing communications program] E --> F1[Advertising] E --> F2[Sales promotion] E --> F3[PR/publicity] E --> F4[Personal selling] E --> F5[Direct marketing] E --> F6[Internet/interactive] F1 --> G[Develop objectives and strategy for each] F2 --> G F3 --> G F4 --> G F5 --> G F6 --> G G --> H[Develop message, media strategy, and tactics] H --> I[Integrate and implement marketing communications strategies] I --> J[Monitor, evaluate and control IMC Program] J --> E J --> G </pre> </div>	[10]	CO4	L4
3 (a)	<p>Define targeting.</p> <p>Targeting, also known as multisegment marketing, is a marketing strategy that involves identifying specific personas or markets for specific content or product</p>	[03]	CO5	L1
(b)	<p>Outline the variables of consumer market segmentation.</p>	[07]	CO5	L4

TABLE 7.1 Major Segmentation Variables for Consumer Markets	
Geographic	
Region	South, West, North, East
City	Class-I cities, class-II cities, metros, cities with a population of 0.5 million to 1 million, cities with a population of over 1 million
Rural and semi-urban areas	Rural villages with a population of over 10,000, semi-urban areas, small towns with a population between 20,000 and 50,000
Demographic	
Age	Under 6 years, 6–11 years, 12–19 years, 20–34 years, 35–49 years, 50–60 years, 60+ years
Family size	Young, single; young, married, no children; young, married, youngest child under 6; young, married, youngest child under 6 or over; older, married, with children; older, married, no children under 18; older, single; other
Gender	Male, female
Income	Low (up to ₹40,000 p.a.), lower middle (₹40,001–80,000 p.a.), middle (₹80,001–120,000 p.a.), upper middle (₹120,001–160,000 p.a.), and high (above ₹160,000 p.a.)
Occupation	Unskilled workers, skilled workers, petty traders, shop owners, businessmen/industrialists, self-employed (professionals, clerical/salespersons, supervisory levels, officers/junior executives, middle/senior executives)
Education	Illiterate, school up to 4 years, school between 5 and 9 years, SSC/HSC, nongraduate, graduate/postgraduate (general), graduate/postgraduate (professional)
Socio-Economic Classification (SEC)	A1, A2, B1, B2, C, D, E1, E2
Psychographic	
Lifestyle	Culture-oriented, sports-oriented, outdoor-oriented <i>social class</i>
Personality	Compulsive, gregarious, authoritarian, ambitious
Behavioral	
Occasions	Regular, special
Benefits	Quality, service, economy, speed
User status	Nonuser, ex-user, potential user, first-time user, regular user
Usage rate	Light, medium, heavy
Loyalty status	None, medium, strong, absolute
Readiness stage	Unaware, aware, informed, interested, desirous, intending to buy
Attitude toward product	Enthusiastic, positive, indifferent, negative, hostile

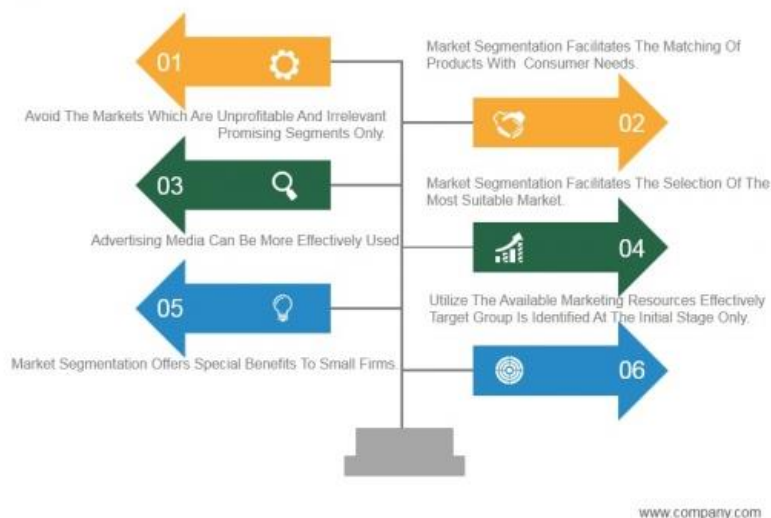
(c) Summarize the benefits and importance of market segmentation for car company.

[10]

CO5

L5

Benefits And Importance Of Market Segmentation



Part B - Compulsory (01*10=10 marks)

4 Case Study

Nike, the renowned show manufacturer able to acquire urban market with ease. When they explored the potential of rural market, it was phenomenal. As a management consultant formulate relevant target marketing strategies to acquire huge rural market. Segmenting, Targeting and Positioning the consumer markets. Four A's are very important: affordability, awareness, availability and acceptability.

[10]

CO5

L6

Course Outcomes (COs)		PO1	PO2	PO3	PO4	PO5	PS01	PS02	PS03	PS04
CO1:	Comprehend the concepts of Marketing Management.									
CO2:	Gain knowledge on consumer behavior and buying process									
CO3:	Understand concept of Product and Brand Management, Branding and Pricing strategies	1a	1b	1c			1a , 1b	1c		
CO4:	Identify marketing channels and the concept of product distribution, techniques of sales promotion	2a	2b	2c			2a , 2 b	2c		
CO5:	Gain knowledge on segmenting, targeting and positioning	3a	3b	3c	4		3a , 3b	3c , 4		
CO6:	Identify the emerging trends in marketing									

Cognitive level	KEYWORDS
L1 - Remember	list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where, etc.
L2 - Understand	describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss
L3 - Apply	calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, experiment, show, examine, modify
L4 - Analyze	classify, outline, break down, categorize, analyze, diagram, illustrate, infer, select
L5 - Evaluate	asses, decide, choose, rank, grade, test, measure, defend, recommend, convince, select, judge, support, conclude, argue, justify, compare, summarize, evaluate
L6 - Create	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

CI

CCI

HOD