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| CMR INSTITUTE OF TECHNOLOGY | USN |  |
| Internal Assessment Test - I | | |
| Sub: | Marketing Management – | Code: MBA105 |
| Scheme of Evaluation | | |
| | | Marks |
| Part A - Answer Any Two Full Questions ($2 \times 20 = 40$ marks) | | |
| 1 (a) | <p>What are the functions of marketing? Schema Any three correct functions – 1 mark each</p> <p>Answer The important functions of marketing are: Market Research – Identifying customer needs and market trends. Product Planning and Development – Designing products that satisfy customer needs. Pricing – Fixing suitable prices based on cost, demand, and competition. (Any other relevant functions can be considered)</p> | [03] |
| (b) | <p>Discuss the relationship between needs, wants, and demands in marketing. Schema</p> <ul style="list-style-type: none"> • Meaning of needs – 2 marks • Meaning of wants – 2 marks • Meaning of demands – 2 marks • Relationship with example – 1 mark <p>Answer</p> <ul style="list-style-type: none"> • Needs are basic human requirements such as food, clothing, shelter, and communication. • Wants are specific desires shaped by culture, lifestyle, and personal preferences. • Demands are wants supported by purchasing power and willingness to buy. <p>Relationship: Marketing identifies customer needs and influences wants. When wants are backed by purchasing power, they become demands.</p> <p>Example: Need – Communication Want – Smartphone Demand – A branded smartphone that the consumer can afford</p> | [07] |
| (c) | Identify the key challenges of marketing to the 21st-century customer and propose solutions. Schema | [10] |

| | <ul style="list-style-type: none"> • Identification of challenges (any five) – 5 marks • Suitable solutions (any five) – 5 marks <p>Answer</p> <table> <thead> <tr> <th style="text-align: center;">Challenges</th><th style="text-align: center;">Solutions</th></tr> </thead> <tbody> <tr> <td>Highly informed customers</td><td>Transparent and honest communication</td></tr> <tr> <td>Rapid technological change</td><td>Continuous innovation and digital adoption</td></tr> <tr> <td>Short attention span</td><td>Creative and engaging content</td></tr> <tr> <td>High competition</td><td>Strong brand differentiation</td></tr> <tr> <td>Price sensitivity</td><td>Value-based pricing and offers</td></tr> </tbody> </table> <p>Modern marketers must adopt customer-centric, technology-driven, and data-based strategies to succeed.</p> | Challenges | Solutions | Highly informed customers | Transparent and honest communication | Rapid technological change | Continuous innovation and digital adoption | Short attention span | Creative and engaging content | High competition | Strong brand differentiation | Price sensitivity | Value-based pricing and offers | |
|----------------------------|---|-------------------|------------------|---------------------------|--------------------------------------|----------------------------|--|----------------------|-------------------------------|------------------|------------------------------|-------------------|--------------------------------|--|
| Challenges | Solutions | | | | | | | | | | | | | |
| Highly informed customers | Transparent and honest communication | | | | | | | | | | | | | |
| Rapid technological change | Continuous innovation and digital adoption | | | | | | | | | | | | | |
| Short attention span | Creative and engaging content | | | | | | | | | | | | | |
| High competition | Strong brand differentiation | | | | | | | | | | | | | |
| Price sensitivity | Value-based pricing and offers | | | | | | | | | | | | | |
| 2 (a) | <p>What is the meaning of consumer behaviour?</p> <p>Schema</p> <ul style="list-style-type: none"> • Correct definition – 3 marks <p>Answer</p> <p>Consumer behaviour is the study of how individuals or groups select, purchase, use, and dispose of goods and services to satisfy their needs and wants.</p> | [03] | | | | | | | | | | | | |
| (b) | <p>Explain the stages of the consumer buying decision process with an example.</p> <p>Schema</p> <ul style="list-style-type: none"> • Explanation of stages – 5 marks • Relevant example – 2 marks <p>Answer</p> <p>The consumer buying decision process includes the following stages:</p> <ol style="list-style-type: none"> 1. Problem Recognition – Realizing a need 2. Information Search – Collecting information 3. Evaluation of Alternatives – Comparing brands 4. Purchase Decision – Selecting the product 5. Post-Purchase Behaviour – Satisfaction or dissatisfaction <p>Example:</p> <p>A consumer buying a laptop compares brands based on price, features, and reviews before purchase.</p> | [07] | | | | | | | | | | | | |
| (c) | <p>Critically evaluate the role of cultural factors in influencing consumer behaviour across different regions.</p> <p>Schema</p> <ul style="list-style-type: none"> • Meaning of culture – 2 marks • Influence on behaviour – 6 marks • Regional examples – 2 marks <p>Answer</p> <p>Culture consists of values, beliefs, customs, and traditions that influence consumer behaviour.</p> <p>Role of cultural factors:</p> <ul style="list-style-type: none"> • Food habits vary across regions | [10] | | | | | | | | | | | | |

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| | <ul style="list-style-type: none"> • Clothing preferences differ by tradition • Buying behaviour is influenced by religion and festivals <p>Example: Festive purchasing in India differs significantly from Western countries, requiring marketers to customize products and promotions.</p> | |
| 3 (a) | List any three types of consumer products. Schema <ul style="list-style-type: none"> • Any three correct types – 1 mark each <p>Answer 1. Convenience products 2. Shopping for products 3. Specialty products</p> | [03] |
| (b) | Explain the concept of product levels using a simple product example. Schema <ul style="list-style-type: none"> • Explanation of five product levels – 5 marks • Example – 2 marks <p>Answer Product levels explain the value delivered by a product. Example: Smartphone <ol style="list-style-type: none"> 1. Core Benefit – Communication 2. Basic Product – Mobile phone 3. Expected Product – Camera, internet, apps 4. Augmented Product – Warranty and service 5. Potential Product – Future upgrades and features </p> | [07] |
| (c) | How does the Product Life Cycle help managers make better product decisions? Schema <ul style="list-style-type: none"> • Meaning of PLC – 2 marks • Explanation of stages – 6 marks • Managerial usefulness – 2 marks <p>Answer The Product Life Cycle consists of Introduction, Growth, Maturity, and Decline stages. PLC helps managers in: <ul style="list-style-type: none"> • Pricing decisions • Promotion planning • Product modification • Resource allocation Thus, PLC enables better strategic planning and control.</p> | [10] |
| 4 | <p>Case Study</p> <p>Ramesh is a 28-year-old working professional living in Bengaluru. He plans to buy a new smartphone as his old phone has become slow. Before making the purchase, Ramesh searches online reviews, watches YouTube videos, and asks his friends for suggestions. His colleagues recommend Brand A because of its camera quality, while his family suggests Brand B due to its durability and after-sales service.</p> <p>Ramesh belongs to a middle-income family and is price-conscious. He prefers brands that match his lifestyle and social status. Festival discounts and exchange offers attract him. He finally purchases Brand A after seeing positive reviews and taking advantage of a limited-time discount.</p> <p>The smartphone company studies such customer behaviour to understand why consumers</p> | |

choose one brand over another. They analyze factors like motivation, perception, culture, personal income, reference groups, and decision-making stages to design better marketing strategies.

Questions :

4.a. Identify and explain any four factors influencing Ramesh's buying behaviour based on the case.

[05]

Schema

- Identification of factors – 2 marks
- Explanation with case reference – 3 marks

Answer

1. **Personal Factors** – Middle-income and price-conscious
2. **Social Factors** – Friends and family recommendations
3. **Psychological Factors** – Motivation for quality and discounts
4. **Cultural Factors** – Preference for durability and value

4.b Explain the Consumer Buying Decision Process followed by Ramesh in this case.

Schema

- Explanation of stages – 3 marks
- Application to case – 2 marks

[05]

Answer

1. **Problem Recognition** – Old phone became slow
2. **Information Search** – Online reviews, YouTube, friends
3. **Evaluation of Alternatives** – Brand A vs Brand B
4. **Purchase Decision** – Brand A due to reviews and discount
5. **Post-Purchase Behaviour** – Satisfaction from value and features