

**Marketing Management (MKTG 601)-
(PAPERSET I)**

Mapped Subjects:

[Max Marks: 70]

Note: Attempt Questions from all sections as directed.

Section A - Attempt any Two questions out of Four. Each question carries 7.50 marks. [15 Marks]

Question No: 1

What constitutes a business environment for an organization? Describe the types of business environment.

Question No: 2

What is Product Life Cycle? Explain the various phases of Product Life Cycle.

Question No: 3

What is consumer behavior in Marketing? Explain the factors influencing consumer behavior.

Question No: 4

Explain the concept of Channel dynamics. Explain briefly Vertical, horizontal and multi-channel marketing systems.

Section B - Compulsory Questions. Each question carries 7.50 marks. [15 Marks]

Paragraph No: 1

Marketing in Action: Harley-Davidson Strengthens its Rider Community

Harley-Davidson is one of America's most unique and enduring brands. It also has one of the strongest enthusiast communities in the world. Harley-Davidson has benefited from a strong brand community more than any other company in the world. But the company didn't know

exactly how to extend and build that community, or how to evaluate the impact of their efforts in that arena. Harley-Davidson wanted to continue to serve and build its community in a thoughtful way that was based on a deep connection with people.

Harley conducted research to reinvent the company's approach to brand engagement and craft a strategy for extending and strengthening the Harley rider community. Harley tried to decode the different types of communities that existed under the Harley umbrella, and then develop a metrics system to gauge the health of those communities. In particular, the team hoped to come away with a new strategy for brand community engagement. The team studied the dynamics of groups including the Red Hat Society, Burning Man, Weight Watchers, Fantasy Football, and other community based brands like Apple and Disney to discover the implicit rules that governed these communities. Harley uncovered three forms of community engagement: Pools, Webs, and Hubs.

This insight has helped Harley focus its efforts around the community-building initiatives most likely to have the greatest positive impact. The team then developed three strategic imperatives for using services to build community and a set of design principles for implementing each imperative. Across numerous projects, Harley will expand its connection with the communities that are the backbone of its business.

(Source: <http://www.jumpassociates.com/harley-davidson-strengthens-its-ridercommunity.html>)

Question No: 1

Explain the marketing research process used by an organization to understand its customer base. What factors you consider that makes Harley-Davidson an enviable brand in motorcycle industry?

Question No: 2

Comment on the statement- "community building necessary for a brand to have positive impacts". Which factors are crucial to influence the buying behavior of customers?

Section C - Compulsory Questions. Each question carries 2.00 marks. [40 Marks]

Question No: 1

Products include more than just tangible objects, such as cars, computers, or cell phones. Broadly defined, "products" also include _____

Option: 1

Services

Option: 2

Ideas

Option: 3

Events

Option: 4

All of the above

Question No: 2

_____ are industrial products that aid in the buyer's production or operations, including installations and accessory equipment.

Option: 1

Parts

Option: 2

Specialty items

Option: 3

Materials

Option: 4

Capital items

Question No: 3

A manufacturer with a product in the decline stage of the product life cycle might decide to _____ if it has reason to hope that competitors will leave the industry.

Option: 1

delay planning

Option: 2

harvest the product

Option: 3

drop the product

Option: 4

maintain the product without change

Question No: 4

_____ plays an important role in labelling as it gives information about the brand. It can be removable or non-removable.

Option: 1

Descriptive label

Option: 2

Brand label

Option: 3

Grade label

Option: 4

None of the above

Question No: 5

Maruti Suzuki had launched Alto in the year 2000 which was a product between two other models of Maruti- Maruti 800 and Maruti Zen. This is an example of _____

Option: 1

Line stretching

Option: 2

Line Filling

Option: 3

Brand extension

Option: 4

None of the above

Question No: 6

Mattel's Barbie is an example of an age-defying product. Barbie, simultaneously timeless and trendy, is in the _____ stage of the PLC.

Option: 1

Maturity

Option: 2

Introduction

Option: 3

Growth

Option: 4

Decline

Question No: 7

The _____ consists of the factors and forces outside marketing that affect marketing management's ability to develop and maintain successful relationships with its target customers.

Option: 1

Marketing organization

Option: 2

Marketing system

Option: 3

Marketing network

Option: 4

Marketing environment

Question No: 8

_____ is an important link in the company's overall "Value Delivery System" since they provide the resources needed by the company to produce its goods and services.

Option: 1

Marketing intermediaries

Option: 2

Competitor networks

Option: 3

Suppliers

Option: 4

Service representatives

Question No: 9

Dividing the market on the basis of variables such as an occasion, benefits sought the user status, usage rate, loyalty status, buyer readiness stage and attitude is termed as —

Option: 1

Product Segmentation

Option: 2

Behaviourial Segmentation

Option: 3

Marketing Segmentation

Option: 4

Geographic Segmentation

Question No: 10

The consumers born between the years 1977 and 1994 are known as —

Option: 1

Adolescents

Option: 2

Generation X

Option: 3

Generation Y

Option: 4

Potential consumers

Question No: 11

The systematic design, collection, analysis, and reporting of data relevant to a specific marketing situation facing an organization is called—

Option: 1

Internal company records.

Option: 2

Marketing research.

Option: 3

Marketing implementation.

Option: 4

Marketing intelligence

Question No: 12

There are ____ types of targeting

Option: 1

2

Option: 2

3

Option: 3

4

Option: 4

5

Question No: 13

Firm charges the same price to all customers who seek to purchase a good or service under similar conditions in

Option: 1

Variable Pricing

Option: 2

Flexible Pricing

Option: 3

One price pricing

Option: 4

Geographic Pricing

Question No: 14

The given formula $\text{Price} = (\text{Product cost}) / [(100 - \text{Markup percent})/100]$ represents?

Option: 1

Markup pricing

Option: 2

Market pricing

Option: 3

Variable pricing

Option: 4

Going rate pricing

Question No: 15

Which channel has no intermediary level?

Option: 1

Indirect Marketing Channel

Option: 2

Direct Marketing Channel

Option: 3

Producer Marketing Channel

Option: 4

Retailer Marketing Channel

Question No: 16

How many types of horizontal systems are there?

Option: 1

2

Option: 2

3

Option: 3

4

Option: 4

5

Question No: 17

A _____ is a community of customers who are marked as likely buyers of a product from a business.

Option: 1

Target Segment

Option: 2

Target Market

Option: 3

Brand Channel

Option: 4

Target Channel

Question No: 18

The third stage in new product development is –

Option: 1

Screening

Option: 2

Business analysis

Option: 3

Test Marketing

Option: 4

Commercialization

Question No: 19

---- is a strategy which involves pricing the product of the business more tactically than the immediate competition

Option: 1

Cost based pricing

Option: 2

Premium pricing

Option: 3

Variable pricing

Option: 4

Skimming pricing

Question No: 20

A _____ consists of producers, wholesalers, and retailers acting as a unified system

Option: 1

Vertical Marketing System

Option: 2

Horizontal Marketing System

Option: 3

Circular Marketing System

Option: 4

Formal Marketing System