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**SCHOOL OF ACCOUNTING AND BUSINESS  
BSc. (APPLIED ACCOUNTING) GENERAL / SPECIAL DEGREE  
PROGRAMME**

**YEAR II SEMESTER I  
END SEMESTER EXAMINATION – JANUARY 2016**

**MGT 20325 Marketing**

Date : 10th January 2016  
Time : 9.00 a.m. – 11.30 a.m.  
Duration : Two and a half (2 ½) hours

**Instructions to Candidates:**

- This paper consists of three parts (A, B, and C)
- Part A - Answer **ALL** the questions in the sheet provided
- Part B – Answer **any four** questions
- Part C – Answer **one** question out of the two questions given
- The total marks for the paper is 100
- The marks for each question are shown in brackets
- Answers should be written neatly and legibly

## **Part A**

Answer **all** questions in this part.

### **Question No. 01**

- i. The implication of the marketing concept is very important for management. It is not something that the marketing department administers, nor is it the sole domain of the marketing department. Rather, it is adopted by the entire organization. From top management to the lowest levels and across all departments of the organization. Which of the following best explain the term marketing:
  - a. new product concepts and improvements.
  - b. advertising and promotion activities.
  - c. a philosophy that stresses customer value and satisfaction.
  - d. planning sales campaigns.
  
- ii. Relationship marketing is a facet of Customer Relationship Management (CRM) that focuses on customer loyalty and \_\_\_\_\_, \_\_\_\_\_ engagement.
  - a. short-term, customers and suppliers
  - b. long-term, customers and suppliers
  - c. short-term, customers
  - d. long-term, customers
  
- iii. Services marketing is a sub-field of marketing, which can be split into the two main areas of goods marketing (which includes the marketing of fast moving consumer goods (FMCG) and durables) and services marketing Further incorporated 3Ps with services marketing mix is represented by:
  - a. physical evidence, process and price.
  - b. process people and promotion.
  - c. physical evidence, people and production.
  - d. physical evidence, process and people.

- iv. The concept of 'marketing mix' refers to:
  - a. a composite analysis of all environmental factors inside and outside the firm.
  - b. a series of business decisions that aid in selling a product.
  - c. the relationship between a firm's marketing strengths and its business weaknesses.
  - d. a blending of strategic elements to satisfy specific target markets.
  
- v. The pricing process begins with the customer; not the cost of the product offering. This pricing is known as:
  - a. Value-based pricing.
  - b. Cost-based pricing.
  - c. Customer-led pricing.
  - d. Sales pricing.
  
- vi. The concept of \_\_\_\_\_ consists of the physical good or delivered service that provides the expected benefit to the target customer. It consists of many factors, for example the features and capabilities, the durability, design, packaging, and brand name.
  - a. core product
  - b. embodied product
  - c. augmented product
  - d. premium product
  
- vii. A global fast moving consumer products company is working on the promotional campaign designed to reach a target audience in a new international market. The company is working hard to make sure that the promotional campaign is clearly understood by the nation's consumers and doesn't offend anyone. Which of the factors in the external environment is the company being influenced by?
  - a. Socio-cultural environment.
  - b. Competitive environment.
  - c. Economic environment.
  - d. Legal environment.

- viii. Given the Boston Consulting Group (BCG) matrix, the quadrant that represents both a high market share and a high rate of market growth is referred to as the:
- a. cash cows.
  - b. question marks.
  - c. stars.
  - d. dogs.
- ix. Human beings are motivated to re-evaluate their beliefs, attitudes, opinions, or values if their position at one point in time is not the same as the position they hold at an earlier period due to some intervening event, circumstance, or action. This is referred to as:
- a. Motivation
  - b. Ego
  - c. Evoke set
  - d. Cognitive dissonance
- x. Large business entities create \_\_\_\_\_ that assume the role of a separate company and create its own strategies and plans in order to achieve their corporate goals and contribution to the overall organization.
- a. marketing objectives
  - b. strategic business units
  - c. marketing activities
  - d. business development units

**(Total 20 Marks)**

### **Part B**

Answer only **four (04)** questions from this part

#### **Question No. 02**

“Winning and retaining customers are the most expected outcome of marketing strategies. Hence, the function performed by Chief Marketing Officer (CMO) focuses on this endeavor”. Discuss this statement naming the key functions performed by CMO.

**(Total 15 Marks)**

#### **Question No. 03**

- i. What are the different types of “demand states” prevail in the market?

(08 Marks)

- ii. Explain the demand state which is most favorable for the entrepreneurs? Explain.

(07 Marks)

**(Total 15 Marks)**

#### **Question No. 04**

“One product does not fit all” Therefore, segmentation, targeting and positioning become fundamental. Explain this statement suitable examples

**(Total 15 Marks)**

#### **Question No. 05**

‘Services’ marketing is more challenging due to the nature of services. Explain this statement with suitable examples.

**(Total 15 Marks)**

**Question No. 06**

“Customer value should be designed based on different benefits expected or perceived by target customers.

i. What does customer value mean?

(05 Marks)

ii. How does customer value hierarchy differ from the value chain?

(10 Marks)

**(Total 15 Marks)**

**Part C**

Answer **only One (01)** question from this part

**Question No. 07**

“A service culture exists when you motivate the employees in your organization to take a customer-centric approach to their regular duties and work activities. Sales and service employees put customer needs first when presenting solutions and providing support. Other employees work behind the scenes to ensure customers get a good product experience. Developing a service culture requires time and consistency.”

Explain various types of services based on the process and discuss possible marketing strategies for specific services characteristics.

**(Total 20 Marks)**

**Question No. 08**

“Price is the only marketing mix variable which gives revenue for the organisation. Pricing strategy should be formulated so carefully that it will affect both the customer and the competitors. Therefore, the firm must consider many factors in setting its pricing strategies.”

Explain this statement.

**(Total 20 Marks)**