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No of Questions - 08

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

**END SEMESTER EXAMINATION – JULY 2016**

**MGT 20325 Marketing**

Date : 29th July 2016  
Time : 5.30 p.m. – 8.00 p.m.  
Duration : Two and a half (02 ½) hours

**Instructions to Candidates:**

- Paper consists of Three Parts. (A, B and C)
- Part A - Answer **ALL** questions in the sheet provided
- Part B - Answer only **Four (04)** out of Five (05) questions given
- Part C - Answer only **one (01)** out of two (02) 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

### Question No. 01

Select the best alternative from the alternatives given to the following questions.

- I. The four pillars of Marketing concept are;
  - a. product quality, customer satisfaction, competitor orientation and profitability
  - b. Target market, customer need, coordinated marketing and corporate social responsibility
  - c. Target market, customer need, coordinated marketing, and profitability
  - d. Target market, long term social wellbeing, inter-functional coordination and performance management
- II. Market-penetration, product-development and market-development strategies would all be examples of ..... strategies
  - a. Concentric
  - b. Intensive growth
  - c. Integrative growth
  - d. Conglomerate
- III. Which of the following terms refers to sellers being preoccupied with their own products and losing sight of underlying consumer needs?
  - a. Competitor myopia
  - b. Marketing myopia
  - c. Production orientation
  - d. None of the above
- IV. When analyzing the competition of a product, the competition coming from entirely different products/industries but fulfilling the same need is called.....
  - a. Brand competition
  - b. Form competition
  - c. Industry competition
  - d. Generic competition

- V. ....reflects a customer's judgment of a product's performance in relation to his or her expectations.
- a. Customer satisfaction
  - b. Customer Value
  - c. Customer Perception
  - d. Brand equity
- VI. Despite the fact that intermediaries contribute to increase the price paid by the final customer in the value system, they add values in terms of .....
- a. Place utility, form utility, ownership utility, assortment utility
  - b. Place utility, distribution utility, price utility, promotion utility
  - c. Form utility, range utility, value utility, size utility
  - d. All of the above
- VII. A research project may have one or more of the following three types of research objectives.
- a. Exploratory, observational and causal
  - b. Causal, experimental and observational
  - c. Exploratory, hypothetical and observational
  - d. Exploratory, descriptive and causal
- VIII. According to the theory .....scale has an absolute zero point.
- a. Nominal
  - b. Ratio
  - c. Interval
  - d. Ordinal

IX. A soft drink manufacturing company wants to examine the preference of the young generation for soft drinks. The preference was measured by employing a number of soft drink categories- 'fizzy drink', 'non-cola drink', and 'herbal drink' and respondents are asked to assigned 1 for most preferred drink, 2 for second preferred brand and 3 for least preferred drink. The company also needs to examine whether or not the preference of soft drink varies in terms of the gender of the sample.

- i. What are the level of measurements that the company has used for measuring the preference and the gender?
  - a. Ratio and interval
  - b. interval and ordinal
  - c. ordinal and nominal
  - d. interval and nominal
- ii. What is the measures of central tendency that can be used for gender and what is the nature of data set?
  - a. Mode and metric
  - b. Median and non-metric
  - c. Mean and metric
  - d. Mode and non- metric

## **Part B**

Answer any **Four (04)** questions

### **Question No. 02**

- I. Describe the major marketing activity that should be performed to examine whether a strategic fit exists between company resources and the external environment and to provide input to marketing strategy development.

(08 Marks)

- II. What are the end results of this analysis? How can they be evaluated?

(07 Marks)

**(Total 15 Marks)**

### **Question No. 03**

- I. a. Explain why marketing research is considered a 'systematic' 'objective' 'controlled' and 'empirical processes

(05 Marks)

- b. What does a research problem mean? Explain, with a suitable analogy, how can the marketing research problem be defined to ensure the validity of the marketing research problem. Explain the criteria that a researcher can use to select a 'good' research problem.

(05 Marks)

- II. Understanding consumer behavior is very important for developing marketing strategies as the success of the marketing strategy depends on the nature of consumer reaction to the strategy. Identify and explain a model that can be used for understanding consumer behavior.

(05 Marks)

**(Total 15 Marks)**

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

The company must look at several factors in evaluating different market segment; the segment's structural attractiveness is one of such factors. Some attractive segments may not mesh with the company's long term objectives or the company may lack one or more necessary competencies to offer superior value. After evaluating different segments, the company can consider various pattern of target market selection.

- I. Suggest and explain the theoretical model that can be used to evaluate structural attractiveness of the segment.  
(07 Marks)
- II. Describe two types of Key Success Factors that provide the company with sustainable competitive advantage.  
(02 Marks)
- III. Describe the various pattern of selecting 'target market', with the advantages and disadvantages of each. Provide the examples  
(06 Marks)

**(Total 15 Marks)**

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

Positioning requires that similarities and differences between brands be defined and communicated. Specially, deciding on a positioning requires determining a frame of reference by identifying the target market and the competitors and identifying the ideal points of parity and points of difference brand association.

- I. Differentiate 'category points of parity' from 'competitive points of parity', and 'point of parity' from 'points of difference.'  
(05 Marks)
- II. Identify the possible 'category points of parity', 'competitive points of parity', and 'points of difference' of your degree programme and develop a positioning statement for the same.  
(05 Marks)
- III. Explain the important criteria that should be considered in choosing points of difference.  
(05 Marks)

**(Total 15 Marks)**

**Question No. 06**

Differentiate between the following concepts

- I. Customer value and customer value hierarchy
- II. Value system and value chain
- III. Efficiency and effectiveness
- IV. Proactive market orientation and reactive market orientation
- V. Competitor orientation and Customer orientation

**(Total 15 Marks)**

**Part C**

Answer **any One (01)** question

**Question No. 07**

Company orientations toward market places deal with some conflicting alternative interests. However, some of these competing concepts have missed the strategic point of marketing while others who believe “everything matters with marketing” have recognized the need to have a more complete and cohesive perspective that goes beyond the traditional applications of orientations toward market places” Analyze and comment on this statement.

**(Total 20 Marks)**

**Question No. 08**

A company must set a price for the first time when it develops a new product, when it introduces its regular product into a new distribution channel or geographic area, and when it enters bids on new contract work. The company must consider many factors in setting its pricing policy. Discuss

**(Total 20 Marks)**