Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_

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**End Semester Examination – Nov/Dec – 2018**

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| **Code :** | **17BC2005** | **Duration :** | **3hrs** |
| **Sub. Name :** | **PRINCIPLES OF MARKETING** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Which of the following terms refers to sellers being preoccupied with their own products and losing sight of underlying consumer needs?  A) vendor lock-in B) social loafing C) value proposition D) marketing myopia E) conspicuous consumption | CO1 | 1 |
| b. | Selecting which segments of a population to serve is called \_\_\_\_\_\_\_\_\_\_\_.  A) market segmentation B) positioning C) customization D) target marketing E) differentiation | CO1 | 1 |
| c. | Differentiate Need vs Want. | CO1 | 3 |
| d. | Define marketing and outline the steps in the marketing process. | CO1 | 15 |
| (OR) | | | | |
| 2. |  | Discuss the concepts under which organizations design and carry out their marketing strategy. | CO1 | 20 |
|  |  |  |  |  |
| 3. | a. | The major activity in strategic planning is \_\_\_\_\_\_\_\_, whereby management evaluates the products and businesses that make up the company.  A) SWOT analysis B) Benchmarking C) Business portfolio analysis D) Breakeven analysis E) Prospecting | CO1 | 1 |
| b. | What is a mission statement? Give an example. | CO1 | 3 |
| c. | Elucidate the four types of SBU of growth share matrix according to the Boston Consulting group approach. | CO1 | 16 |
| (OR) | | | | |
| 4. | a. | Which of the following is a component of a firm's microenvironment?  A) customer demographics B) economic recessions C) population shifts D) marketing intermediaries E) technological changes | CO1 | 1 |
| b. | Which among the following generational groups is most fluent and comfortable with digital technology?  A) Generation X B) Millennials C) Baby Boomers D) Silent Generation E) Lost Generation | CO3 | 1 |
|  | c. | What are marketing intermediaries? Give an example | CO3 | 3 |
| d. | Describe the environmental forces that affect the company’s ability to serve its customers. | CO1 | 15 |
|  |  |  |  |  |
| 5. | a. | A buyer's decisions are influenced by \_\_\_\_\_\_\_\_ such as the buyer's age and life-cycle stage, occupation, economic situation, lifestyle, personality, and self-concept.  A) personal characteristics B) stereotypes C) perceptions D) attitudes E) psychographics | CO1 | 1 |
| b. | A \_\_\_\_\_\_\_\_ is a need that is sufficiently pressing to direct a person to seek satisfaction.  A) stimulus B) perception C) culture D) motive E) tradition | CO1 | 1 |
| c. | Name the four major factors that influence consumer buyer behavior. | CO2 | 6 |
| d. | Briefly discuss the stages in the buyer decision process. | CO1 | 12 |
| (OR) | | | | |
| 6. |  | Define the four major steps in designing a customer-driven marketing strategy: market segmentation, market targeting, differentiation, and positioning. | CO2 | 20 |
|  |  |  |  |  |
| 7. | a. | Differentiate Product vs Services | CO1 | 5 |
| b. | Deliberate the decisions companies make in building and managing their brands through branding strategy | CO1 | 15 |
| (OR) | | | | |
| 8. |  | Define the steps in the new-product development process | CO2 | 20 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. |  | Describe the stages of the product life cycle and how marketing strategies change during the product life cycle. | CO1 | 20 |