

K.J. Somaiya Institute of Management Studies & Research
Course: MMM (Batch 2019-22), Sem - I
Sub: Marketing Management-I
(End Term Examination)

Time: 3 Hours

Marks: 50

Date of Exam: 25th Nov 2019

Note:

- 1. Section A is compulsory.**
- 2. From Section B, attempt any three.**
- 3. Elaborate your answers with use of suitable theoretical concepts and relevant industry examples.**

Section A

QUESTION 1 (20M):

1. Explain Customer Good Classification with a diagram and the different type of buying i.e. New Task, Straight Rebuy and Modifies Rebuy with apt examples **(10 M)**
2. Explain the four type of concepts – production, product, selling and marketing with examples? **(10 M)**

Section B

QUESTION 2 (10M)

Write Short notes on **ANY TWO** of the following:

1. Customer Value Proposition (POP, POD, Resonating Focus and Doc Evidence)
2. Customer perceived value.
3. Maximizing customer lifetime value
4. Buying center (DMU)
5. First entry, parallel entry , late entry

QUESTION 3. **(10 M)**

- a) Define Segmentation? How does it differ in B2B vs B2C? What are the factors which affect B2B and B2C type of segmentation?

QUESTION 4 (10 M)

Morris Garage (MG) in 2019 has come up with the new car named Hector which claims that it has Internet Inside as its USP. What are the steps for new product development for a car like Hector taken in 2015 by MG?

Please align NPD steps wrt Hector with suitable process flow diagram.

QUESTION 5 (10 M)

Explain the 4 P's and 4 A's of Marketing? Also explain the 4 modern Ps of Marketing?

QUESTION 6 (10 M)

What is a fad, trend, and megatrend? What is diff between potential market and available market? Give relevant examples and explain.

QUESTION 7 (10 M)

Explain the Consumer buying process of buying a BMW X1 series car? What are the different types of product levels and where does BMW X1 series car fit according to you in the product levels diagram and why?

What marketing strategy will be followed by BMW to sell the car and why?

END OF PAPER - ALL THE BEST