



Biyani's
Group of Girls' Colleges
Ist Internal, 2019
BBA II year
Marketing Management
Set B

Time 1.30 Hrs.

Max. Marks 40

Compulsory to attempt all the questions. All Questions carry equal marks.

A. Multiply Choice Questions

[1*10=10]

1. Marketing is both an “art” and a “science” there is constant tension between the formulated side of marketing and the _____ side.

- (a) Creative (b) Selling
(c) Management (d) Behavior

Ans.A

2. This company is well known for technology innovation, great value and act as a game changer:

- (a) Nokia (b) Apple
(c) HTC (d) Samsung

Ans.B

3. The major components of marketing mix are

- (a) Product (b) Price
(c) Place (d) All of the above

Ans.D

4. The marketing plan provides both

- (a) The vision and the direction (b) The vision and control
(c) The vision and the cost (d) The vision and the post

Ans.B

5. In marketing, _____ is the focal point.

- (a) Profit (b) Sales
(c) Customer (d) All of the above

Ans.C

6. Parents buy toys for their children act as _____ in the buying process.

- (a) Decider (b) buyer
(c) Maintainer (d) All of the above

Ans.D

7. The _____ concept holds that consumers and businesses, if left alone, will ordinarily not buy

enough of the organization's products.

- (a) Production (b) Selling
(c) Marketing (d) Holistic Marketing

Ans.B

8. The buying process starts when the buyer recognizes a _____.

- (a) Product (b) an advertisement for the product
(c) A salesperson from a previous visit (d) problem or need

Ans.D

9. Adding new features to a product is advocated by which of the approaches?

- (a) Product Approach (b) Production Approach
(c) Marketing Approach (d) Selling Approach

Ans.A

10. Marketing people market following entities:

- (a) Goods (b) Services
(c) Experiences (d) All of the above

Ans.D

B. Long type Questions:

1. What is marketing research? Discuss its importance and scope. [10]

Ans: Marketing research is defined as, "The systematic, objective and exhaustive search for the study of the facts relevant to any problem in the field of marketing." Marketing research may be described as a method of getting facts to be used by the executive in formulating policies and plans. It can also be defined as the systematic gathering, recording and analysing of data about problems relating to marketing of goods and services.

SCOPE OF MARKETING RESEARCH:

1. Diagnosing the current situation or problem based on detailed information.
2. Clearly identifying competitive strengths and weaknesses.
3. Constantly analyzing what is happening in the market place.
4. Planning to watch company's strengths with market opportunities by outlining objectives for product and market development and devising strategies and tactics to achieve them.
5. Watching out continuously for threats to the achievement of those plans.
6. Monitoring the progress of strategy implementation.

Importance:

1. Marketing research is used to measure market potential, characteristics and share of markets for a company.
2. Companies can use marketing research to evaluate new product opportunities and product acceptance and to test existing products relative to the competitor's products.
3. It helps to make better advertising decisions.
4. It helps to evaluate the effectiveness of marketing activities and draws attention to a potential problem.
5. It helps the manufacturer to adjust his productions according to the conditions of demand.
6. It helps marketing of goods in efficient and economical way by eliminating all types of wastage.
7. It helps a dealer to find out the best way of approaching potential buyers.
8. It helps to find out defects in the products and take corrective steps to improve the product.
9. It guides a dealer in planning, advertising and promotion effort.
10. It helps to assess the effectiveness of advertising programmes.

2. What do you mean by channel of distribution? [10]

Ans: Channel of distribution refers to those people, institutions or merchants who help in the distribution of goods and services. Philip Kotler defines channel of distribution as "a set of independent organisations involved in the process of making a product or service available for use or consumption".

Channels of distribution bring economy of effort. They help to cover a vast geographical area and also bring efficiency in distribution including transportation and warehousing. Retailers, Wholesalers are the common channels of distribution.

Types of Distribution Channels:

Broadly, Channel of distribution is of two types viz., (1) Direct Channel (2) Indirect Channel.

1. Direct Channel or Zero Level Channels:

When the producer or the manufacturer directly sells the goods to the customers without involving any middlemen, it is known as direct channel or zero level channel. It is the simplest and the shortest mode of distribution. Selling through post, internet or door to door selling etc. are the examples of this channel. For example, Mc Donalds, Bata, Mail order etc.

Methods of Direct Channel are:

- (a) Door to door selling
- (b) Internet selling
- (c) Mail order selling

(d) Company owned retail outlets

(e) Telemarketing

2. Indirect Channels:

When a manufacturer or a producer employs one or more middlemen to distribute goods, it is known as indirect channel.

Following are the main forms of indirect channels:

(a) Manufacturer-Retailer-Consumer (One Level Channel):

This channel involves the use of one middleman i.e. retailer who in turn sells them to the ultimate customers. It is usually adopted for speciality goods. For example Tata sells its cars through company approved retailers.

Manufacturer → Retailer → Consumer

(b) Manufacturer-Wholesaler-Retailer-Customer (Two level channels):

Under this channel, wholesaler and retailer act as a link between the manufacturer and the customer. This is the most commonly used channel for distributing goods like soap, rice, wheat, clothes etc.

Manufacturer → Wholesaler → Retailer → Customer

(c) Manufacturer-Agent-Wholesaler-Retailer-Consumer (Three level channels):

This level comprises of three middlemen i.e. agent, wholesaler and the retailer. The manufacturers supply the goods to their agents who in turn supply them to wholesalers and retailers. This level is usually used when a manufacturer deal in limited products and yet wants to cover a wide market.

Manufacturer → Agent → Wholesaler → Retailer → Consumer

3. What is branding? Discuss the characteristics and significance of branding. [10]

Ans: Definition:

According to Kotler and Amstrong, 'a brand is a name, term, sign, symbol or design or a combination of these that identifies the maker or seller of a product, or services'.

Essentials of Good Branding:

1. A good brand should be easy to pronounce.
2. It should be easy to remember.
3. It should be able to attract attention.
4. It should suggest the company or product image.
5. It should be easy to recognize.

6. The brand identity should be very clear.

Significance of Branding:

Branding provides benefits to buyers and sellers.

To Buyer:

1. A brand helps buyers in identifying the product that they like/dislike.
2. It identifies the marketer.
3. It helps reduce the time needed for purchase.

To Seller:

1. A brand differentiates product offering from competitors.
2. . It helps segment market by creating tailored images.
3. It identifies the companies' products making repeat purchases easier for customers.
4. It reduces price comparisons.