MID-WESTERN UNIVERSITY

FACULTY OF MANAGEMENT

FINAL EXAMINATION: 2073

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SEMESTER – II

Subject: Marketing Management Course Code: MGMT 324

Full Marks: 100 Time: 3:00 Hours

*You are required to answer in your own words as far as applicable. The figures in the margin indicate full marks.*

**SECTION B: SHORT ANSWER QUESTIONS (8 5 = 40 MARKS)**

*Answer any EIGHT questions:*

1. “All organizations need marketing”. Do you agree or disagree with this statement? Explain with suitable examples. [2+3]
2. Compare and contrast between the customer values and customer satisfaction. [5]
3. Explain how changes in the political and technological environment affect marketing decisions of an organization? [5]
4. List out and define the three major factors that influence consumer buyer behavior. [2+3]
5. How can you define the term segmentation? Discuss the basic requirements for effective market segmentation. [2+3]
6. Define brand equity. What competitive advantage should a company with high brand equity need to develop? [2+3]
7. Describe the stages of the product life cycle (PLC) and mention how marketing strategies generally change during the product life cycle. [3+2]
8. State and explain the different pricing methods or techniques. [2+3]
9. What is the channel of distribution? Describe the factors that affect choice of channel of distribution.
10. Write short note (On any two): [2.5+2.5]
11. PESTEL Analysis
12. Brand Loyalty
13. Physical Distribution

**SECTION C: LONG ANSWER QUESTIONS (3 10 = 30 MARKS)**

*Answer any THREE questions:*

1. Define and discuss the role of personal selling in the promotion mix. In which situation is it more effective than other parts of promotion mix like sales promotion, advertising, public relation and direct marketing? Explain with examples. [6+4]
2. What a SWOT analysis involves? Explain. Develop a SWOT analysis for a Mid-Western University under marketing landscape. [4+6]
3. Define customer relationship management (CRM). How does CRM help companies to develop customer insight and deliver superior customer value? Discuss. [4+6]
4. Define pricing? Compare and contrast between value-based pricing and cost based pricing. [3+7]

**SECTION D: CASE STUDY (15 MARKS)**

1. *Read a case given below and answer the following questions:*

**Big Bazaar Woos the Customer**

The customer is the essence of all organization strategies. A careful analysis of the strategies of successful marketers reveals that they have a better understanding of the target consumer than the others in their industry. Whether it reflects to consumer preferences, price sensitivity or adoption of new products, market leaders understand and respond to their consumers better than the others. Let us consider the example of Big Bazaar; a Kishore Biyani led retail chain in India, which is today known to have created a new paradigm in marketing of products to price sensitive consumers. In a highly competitive market environment, creating excitement in the act of purchasing is important if one has to hold the attention of the consumer. Big Bazaar has been organizing a mega three day event called “Sabse Saste 3 Din” each year in January around Republic Day. It is the largest event Big Bazaar has held to encourage people to shop and get the best deal on these three days across all product segments. In 2009 the company expected 1.6 million foot falls per day in the event. Earlier Big Bazaar had organized the great Indian Shopping Festival (TGISF) in 2009 which ended on January 11, 2009. Sabse Saste Din is to bring the price sensitive customer to the store and motivate him/her to buy in the chosen three days. The Big Bazaar goal is to bring the price sensitive customers and the value sensitive customers to the store. Who is the price sensitive and who is the value sensitive customer in the market? The main objective of the Big Bazaar is to identify the customer’s perception regarding products.

**Questions:**

1. List out the facts of the case. [5]
2. Why is customer defined as the king of market? Identify the various factors that affect the consumer buying decision. [2+3]
3. What are the purposes of the Big Bazaar to organize the Great Indian Shopping Festival? Explain. [5]

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