'Nano Tech' and 'Nano Tech Premium'. In order to persuade people to buy the product it is offering easy payment options in equal monthly instalments for different time periods. Morover, every buyer will be offered 'scratch a card' option to win instant gifts like decorative items, T-Shirts etc. The company is also planning to organise competitive events based on skill and luck in various malls in different cities in the context of above case :

(a) Name and explain the 'type of promotion strategy' adopted by the company to boost the sales of air purifiers.

(b) Also, identify the various elements of promotional mix that can be adopted by the company. Explain each element with its pros and cons. 7+7

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PG Odd Semester (CBCS) Exam. December, 2022

Business Administration

(1st Semester)

Course No: CP-104 (N)

(Marketing Management)

Full Marks: 70
Pass Marks : 28

Time: 3 hours

The figures in the right margin indicate full marks for the question.

1. (a) "Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of value with each other."

In the light of the above statement, explain the following terms.

(i) What is a social process?

(ii) What is a managerial process?

(iii) What are needs, wants, products and product's value?

(iv) What is an exchange? 7

(b) Discuss in brief the various philosphies of marketing. 1+1+1+1+1+2

Or

2. (a) What is Marketing Environment? What are the components of Micro and Macro

environments? Highlight the impact of the Micro and Macro environment on marketing. 1+3+3+4

(b) What is Global Marketing? 3

3. (a) What is Marketing Information System? Discuss in brief the various components of the Marketing Information System. Differentiate Marketing Research from Market Research. 1+4+2

(b) What is Consumer Buying Behaviour? What are the different types of buying behaviour? Discuss in brief the various stages of a compex buying behaviour. 1+2+4

Or

4. What is target marketing? How does it differ from mass marketing? Discuss in detail the various steps involved in target marketing. 2+2+10

5. Mediquip Ltd. is a company dealing in distribution of medical equipments. The company recently imported 15000 units of sugar testing machines to test the sugar levels without taking blood samples. For deciding the marketing strategy, the chief Executive Officer of the company called a meeting of the Marketing Heads of different zones. In the meeting, Sandeep, the North Zone Marketing Head, suggested that since the machines were sophisticated they need to visit hospital personally, to explain its working to the hospital staff who would be using the machines. He also suggested that additional trained people may be recruited for the same. Himangshu, another Zonal Head, added that since lot of money had been spent on the import of the machines the company was short of funds to pay to the additional staff as suggested by Sandeep. Rahul a newly appointed Zonal Head of South Zone suggested that since the size of the order is not large, a detailed study of the factors determining the choice of channels of distribution is required before making the right choice.

In the light of the above case, answer the following questions :

(a) Identify the factors influencing the choice of channels of distribution which were discussed in the meeting.

(b) Which suggestion do you find as an appropriate one regarding the choice of distribution channel? Justify your opinion.

(c) Also, explain briefly the steps involved in designing a distribution channel. 5+4+5

6. (a) Define Product. Explain the product life cycle and identify the key characteristics that make up each of the stages. 2+6=8

(b) Why is branding important to consumers and to organistions? 6

Or

7. (a) Discuss the various pricing methods with their relative merits and demerits. 8

(b) Describe the stages of new product development. 6

8. Aero Pure Ltd. is engaged in manufacturing of air conditioners and desert coolers. The company offers a wide range of products to meet the requirements of people from varied income groups. Recently the company has developed a new product, an air purifier that improves the quality of air by filtering out all allergens and microbes. The company introduced the product on two variants namely