19SSP47

PSG COLLEGE OF ARTS & SCIENCE

(AUTONOMOUS)

MSc DEGREE EXAMINATION MAY 2022

(Eighth Semester)

Branch - SOFTWARE SYSTEMS

(Five Year Integrated)

PRINCIPLES OF MARKETING MANAGEMENT

FRINCI LES OF MARKETING MINISTER				
Tim	e: Three Hours	Maximum: 7	5 Marks	
SECTION-A (10 Marks)				
Answer ALL questions				
•			1 = 10)	
1.				
	a) Philip Kotler	b) Abraham Maslow		
	c) Peter Drucker	d) Lester Wunderman		
2.	Indicate the aim of marketing process			
	a) Profit-making.	b) Production		
	c) The satisfaction of customer needs d) Selling products			
3.				
	a) Purchase	b) Need		
	c) Information search	d) Evaluation of alternatives	ost profitably	
4.				
11-2	it is practicing	1 \ T\:00		
· \	a) 111000 11101111-0	b) Differentiation		
		d) Segmentation		
5.	Which of the following could be class	ed as durable goods:		
	a) Washing machine	b) T-Shirt		
	c) Shampoo	d) Chocolate bar	s called	
6.	11. The state of t			
	a) Transfer pricing	b) Bundle pricing		
	c) Full cost pricing	d) Going rate pricing	notential	
7.	7. Which of the following channel is used to carry out transactions with the potential			
	buyers?	b) Distribution channel		
1.1	a) Communication channel	d) Social channel		
c) Service channel d) Social channel d) Social channel				
8.	8. Which of the following is more of personal medium of advertisement? a) Direct mail advertising b) Print media			
	a) Direct mail advertising			
· /、	c) Internet advertisement	d) Broadcast media		
9. Who is the father of digital marketing? a) Bruce clay India b) Philip kotler				
	a) Bruce clay India	d) Max Well		
10. Which marketing helps more in smaller firms? b) Social media				
	a) Niche	d) Green		
	c) Online	and the contract of the contra		
SECTION - B (25 Marks) Answer ALL questions				
ALL questions carry EQUAL Marks $(5 \times 5 = 25)$				
ALL questions carry EQUAD IVAL				
11 a Illustrate the scope of marketing.				
The first transfer of the $S_{ij} = S_{ij} + S_$				
	b State the elements of marketing en	vironment.		
12 a Discuss the need for the consumer behavior.				
The Mark 0 , and 0 , and 0 , and 0 , 0 , 0 , 0 , 0 , 0 , 0 , 0 , 0 , 0 , 0 , 0 , 0 , 0				
b Explain the benefits of marketing segmentation.				

13 a Determine the various phrases of product life cycle.

OR

- b Evaluate the kinds of pricing.
- 14 a Show the factors affecting the selecting the channels of distribution.

AD.

- b Sketch out the different methods of promotion.
- 15 a Illustrate the merits of online marketing.

OR

b Explain the characteristics of Niche marketing.

SECTION -C (40 Marks)

Answer ALL questions
ALL questions carry EQUAL Marks
Question No. 16 is compulsory

(5 x 8 = 40)

16 Case Study: Zomato's new deep discounting strategy

Zomato is a popular Food Service Aggregators in India (FSAs) known for its online delivery and user-friendly interface. Recently, in an attempt to improve business, Zomato introduced some heavy discounts for its client base. The new Zomato Gold was part of this campaign. Customers who subscribed to Zomato Gold could access free meals, drinks, and discounts in certain restaurants. The company partnered with numerous eateries to execute this plan. However, 15th August 2019, hundreds of restaurants decided to log out of this marketing campaign. This was because the heavy discounts led to a loss of revenue and profits.

Zomato co-founder, Deepinder Goyal tried to appease the partners by launching a new model. This response was soon rejected as the core issue of discounts remained unresolved. The led to an impasse between the two parties, leaving Zomato vulnerable to takeovers. This was just a gist of the case study on Zomato's deep discounting strategy. Read through the details of the report, analyze the stats, and establish your take on the situation

Questions:

- Reinstate the given facts (the discount strategy)
- Establish the main objectives of the case study
- Explain what Zomato Gold includes
- Summarize the central problem (Zomato's loss of partners)
- Talk about why and how the discount strategy affects restaurant owners
- 17 a Evaluate the different methods of market segmentation

OR

- b Predict the kinds of consumer behavior.
- 18 a Assess the various stages of new product development.

OR

- b Enumerate the different pricing strategies.
- 19 a Determine the kinds of channels of distribution.

OR

- b Elucidate the factors affecting promotional mix.
- 20 a Interpret the recent trends in marketing strategies.

OR

b Analyse the significance of green marketing.