

INDIAN MARITIME UNIVERSITY
(A Central University, Govt. of India)
End Semester Examinations - December 2018
SEMESTER-I
M.B.A (Port and Shipping Management) /
(International Transportation and Logistics Management)
Marketing Management(PG21T2106/PG22T2106)

Date: 02.01.2019
Time: 3 Hrs

Max Marks : 60
Pass Marks : 30

PART- A
(Answer all the Questions)

12 x 1=12

- 1(a) Marketers can lower costs by
- A.Pricing the product / service lower
 - B.Adopting societal orientation
 - C.Removing frills and options from a product / service
 - D.None of the above approaches.
- 1(b)The error when a sample drawn from a population differs from the target population is referred as
- A.Measurement error
 - B.Frame error
 - C.Random error.
 - D.None of the above
- 1(c)Which of the following is an example of Demographic segmentation?
- A.Segmenting based on benefits sought.
 - B.Segmenting based on ethnicity.
 - C.Segmenting based on region.
 - D.All the above.
- 1(d) Scanner based research is possible only in case of
- A.Products having UPC.
 - B.Products having "use by date".
 - C.Products sold online.
 - D.Homogenous products.
- 1(e)When the target market is "widely scattered", the promotional strategy will be
- A.Personal selling.
 - B.Sales promotion.
 - C.Advertising.
 - D.Public relations.

- 1(f) Credence quality of service can be assessed
- A. Only after purchase
 - B. Only during consumption
 - C. Only by an expert
 - D. Only in case of IT enabled services
- 2(a) The physical evidence part of the marketing mix for services is
- A. The reliability component of service quality
 - B. The assurance component of service quality
 - C. The responsiveness component of service quality
 - D. The tangible component of service quality
- 2(b) Temporal discrepancy concept in marketing refers to
- A. The difference between the amount of product produced and the amount an end user wants to buy.
 - B. The lack of all the items a customer needs to receive full satisfaction from a product.
 - C. A situation where a product is produced but customers are not ready to buy it.
 - D. None of the above.
- 2(c) Organizations with customer focus will follow
- A. Push strategy
 - B. Pull strategy
 - C. Inventory based production
 - D. Mass production
- 2(d) The tendency to offer a wide variety of nontraditional goods and services under one roof by a retailer is known as
- A. Single window service
 - B. Nano store
 - C. Scrambled merchandising
 - D. Mini mega store
- 2(e) A technique for adjusting prices to profitably fill unused capacity is known as
- A. Profit oriented pricing strategy.
 - B. Sales oriented pricing strategy.
 - C. Yield management system.
 - D. None of the above.
- 2(f) In which of the following situations price skimming will be successful?
- A. When there is a superior product.
 - B. When the demand for the product is inelastic.
 - C. When there is a legal protection.
 - D. All the above.

PART – B (200 Words)

(Answer any Five out of Seven)

5 x 4 = 20

3. What are the social factors that affect marketing?
4. List any 4 sources of sustainable competitive advantage and explain them.
5. Name any 4 sources of secondary data and explain the advantages of using the secondary data in market research.
6. Discuss any 4 reasons for failure of new products?
7. What are the attributes of services making them differ from goods?
8. List any 4 social dimensions of distribution channels.
9. What are the advantages and disadvantages of penetration pricing?

PART - C

(Question No.10 is compulsory and Any three questions to be answered from the remaining Questions)

4 x 7 = 28

10. Choose a Shipping / Logistics service and explain the problems in service delivery and its influence on customer evaluations of service quality using the gap model.
11. Define target market and discuss the advantages and disadvantages of the various strategies for selecting target markets.
12. Explain the product life cycle concept and the characteristics of the different stages in the life of a product.
13. What are the factors affecting the strategy for selecting the distribution channels?
14. Discuss the benefits of supply chain management with special reference to customer integration aspects of the marketing organization?
15. Pricing is a very crucial aspect of marketing in times of inflation and recession in the economy - Discuss.
