



Institute of Management
JK Lakshmipat University
Jaipur

END TERM EXAMINATION, 2015

B.Com.(H)+MBA- Integrated Dual Degree, Sem.-III
MM: 50 Marks

Course: Basics of Marketing
Time: 3 Hours
Subject code: BCH306



Instructions: Attempt any three questions from Section A. Section B is compulsory.

Section A

Q1. What is Marketing Mix? Explain the various Marketing Mix elements taking the example of small sized passenger car. (10 Marks)

Q2. What kind of psychological factors can be used by a brand manufacturing 'Jeans' to influence consumer behaviour in the market? (10 Marks)

Q3. (a) Explain the term 'Market Segmentation'. Why should marketers consider segmentation as an important marketing decision? Define with the help of suitable examples. (5 Marks)

(b) Define the segmentation basis you will consider to segment the market for a 150 c.c. premium motorcycle. Give reason for your choice. (5 Marks)

Q4. Why is it important for the marketer to closely monitor the product life cycle of the firm's offerings? Explain with suitable example? (10 Marks)

Q5. Explain the concept of positioning. How does it benefit marketers in a competitive scenario? Suggest positioning strategy for the manufacturer of wrist watches. (10 Marks)

Section B

Q6. Read the given case study and answer all the questions.

The 'Fine Furnishing Limited' is a small chain of distributors of good quality office furniture, carpets, safes and cabinets. Within each category, the company offers a wide variety of products, with a great many variations of each product being offered. For example, the company currently offers some 4 different designs of chairs and 23 varieties of office desks. The company keeps in touch with advances made in the office furniture field worldwide and introduces those products which are in keeping with the needs of the market in terms of design, workmanship, value for money and technical specifications.

Fine Furnishing trades only in good quality furniture. Differences between its products and cheaper, lower quality ones are well known to those who have several years of experience in the business.

An important feature the company feels is the availability of a complete list of components of the furniture system. This enables customers to add bits and pieces of

matching designs and colour in the furniture. Such components are available for sale separately. Systems are maintained in stock by the company for a number of years, and spare parts for chairs and other furniture are always available.

The trade is currently witnessing a downturn due to recession. Fine Furnishing has also experienced the same over the past two years. In addition, it had to trim its profit margins. Last year, it barely broke even and this year it is heading for a loss for the first time in the company's twenty year history.

Questions

1. Give a suitable title to the case given above.
2. Explain the term product-item, product-line and product mix in the context of the above situation.
3. Advice the company in relation to its product mix. How will your recommendations affect the company's image?

(2+9+9 = 20 Marks)

