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| Seat No. | |
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Summer Examination March - 2023

Subject Name: Master of Commerce (CBCS) 73774_73774 - Marketing Management (Contemporary Issues in Marketing) Paper - VIII_15.06.2023_10.30 AM To 01.30 PM

Subject Code: 73774

Day and Date: - Thursday, 15-06-2023

Total Marks: 80

Time: - 10:30 am to 01:30 pm

Instructions.:

1) Figures to the right indicate full marks

Special Instruction.:

1. Question No.1, Q. No. 2 and Q. No.3 are Compulsory. 2. Attempt any Two Questions from Q. No.4 to 6.

Q.1. a) Choose correct Alternative 10 [16]
Marks

1. Discouraging customers in general or certain class of customers in particular on either a temporary or permanent basis is called _____.

1. Remarketing
2. Promotion marketing
3. Demarketing
4. Concentrated marketing

2. Emails, websites, chat rooms, forums and other channels used to achieve CRM objectives is called _____.

1. Internet CRM
2. Digital CRM
3. Online CRM
4. Electronic Customer Relationship Management

3. The major focus of the societal marketing concept is _____

1. Society welfare
2. Customer satisfaction
3. Profit
4. All of the above

4. Which of the following ethical precepts can be used in media?

1. The Golden Rule: do unto others as you would have them do unto you
2. The Golden Mean: finding a middle way is better than an extreme
3. The Categorical Imperative: rules or laws should only be used that would

apply to everyone at all times

4. All of the above can be used

5. International product design strategies depend on

1. Market development
2. Legal requirement
3. Competition
4. All of the above

b) State True or False 6 Marks

1. Meta marketing is concerned with finding ways to reduce the demand temporarily or permanently.
2. E-CRM Is much more than internet access for CRM.
3. SEO stands for Search Ethics optimization.

- Q.2. Alfa Chemicals is an American firm involved in the manufacture of chemicals. [16]
It has a strong research and development (R&D) department and a large product range. Managing the product portfolio is a major concern at Alfa Chemicals. They have to keep a balance in product push in the market through heavy inventories. Their products are also in demand in the market and market pull is created through advertising. The corporate strategy is to grow at the rate of 25 per cent each year. As the firm's goal is sharp, 25 per cent growth per year, they have to go for aggressive marketing and prompt and proper service. They have realized that even with these plus points, the target can be achieved only when customers across the world know about them. They have been doing research on a random basis. They have created technological entry barriers for newcomers in their field. They plan to have excellent direct mail programme as other media are too expensive for worldwide exposure and not too effective either.
1. Prepare global media plan for advertising to enable the firm to reach its goal.
 2. Suggest other measures to company for creating awareness among customers across the world.
- Q.3. Short Notes (Any Four out of Six) [16]
1. Types of demarketing
 2. Remarketing in insurance
 3. ECRM
 4. Concept of ethical marketing
 5. Advantages of societal marketing
 6. Future of global marketing
- Q.4. What do you mean by 'remarketing'? Explain how remarketing works? [16]
- Q.5. Elaborate in detail the impact of environmental forces on global marketing [16]
- Q.6. A) Describe in detail online consumer behaviour. [16]
8 Marks
B) What are the ethical issues in marketing research? Discuss in detail.
8 Marks