#### Subject Code:- GPG033

#### Roll. No:



# NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA MCA INSTITUTE

#### (An Autonomous Institute Affiliated to AKTU, Lucknow)

#### Global PGDM

### **TRIMESTER: III - THEORY EXAMINATION (2023 - 2024)**

### Subject: Marketing Management-Global Perspectives

### Time: 2.5 Hours

### **General Instructions:**

**IMP:** Verify that you have received the question paper with the correct course, code, branch etc.

**1.** This Question paper comprises of **three Sections -A, B, & C.** It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

**3.** Illustrate your answers with neat sketches wherever necessary.

**4.** Assume suitable data if necessary.

**5.** *Preferably, write the answers in sequential order.* 

**6.** No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

## SECTION A

### 1. Attempt all parts:-

1-a. Global marketing environment comprises of(CO1)	
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- (a) External environment
- (b) Internal environment
- (c) Both A and B
- (d) None
- 1-b. Distinction in segmentation refers to \_\_\_\_\_(CO2)
  - (a) Unique feature
  - (b) Similar feature
  - (c) Basic features
  - (d) None
- 1-c. Diffusion of innovation was popularized by (CO3)
  - (a) Phillip Kotler
  - (b) Evan Pavlov

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15

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Max. Marks: 60

	SECTION C	30	
3.e.	Discuss the significance of green marketing with examples.(CO5)	5	
3.d.	Give an example of premium pricing.(CO4)	5	
3.c.	Highlight the concept of generic product.(CO3)	5	
3-b.	Differentiate between mass marketing and niche marketing.(CO2)	5	
З-а.	Explain core concepts of marketing in detail.(CO1)	5	
3. Ans	wer any <u>three</u> of the following:-		
	SECTION B	15	
2.e.	Explain concept of market research.(CO5)	2	
2.d.	Explain the concept of conversion in marketing funnel.(CO4)	2	
2.c.	Draft model of product mix.(CO3)	2	
2.b.	Explain target marketing stratergies with examples.(CO2)	2	
2.a.	Define value preposition.(CO1)	2	
2. Attempt all parts:-			
	(d) None		
	(c) Both A and B		
	(b) Customer retention management		
	(a) Customer Relationship Management		
1-e.	CRM refers to(CO5)	1	
	(c) Target Market (d) Advertising		
	(b) Product		
	(a) Distribution		
1-d.	From following is NOT an element of the marketing mix.(CO4)	1	
	(d) None		
	(c) Everette Rogers		

# 4. Answer any <u>one</u> of the following:-

- 4-a. If you have to produce a nasal spray to avoid COVID, discuss the methodology- 6 modern marketing concept, you would use to make the product reach the international customers.(CO1)
- 4-b. Assess the original product offered by Nike, discuss the specifics of augmented 6 product of the same.(CO1)

# 5. Answer any <u>one</u> of the following:-

- 5-a. Differentiate between market segmentation and market positioning on the 6 basis of an example.(CO2)
- 5-b. Draft value preposition model of a hypothetical service industry working in 6 academic counselling.(CO2)

#### 6. Answer any one of the following:-

- 6-a. Discuss the difference between growth and maturity stage of a product, with 6 examples.(CO3)
- 6-b. X brand of noodles was found to have exceeding lead content therefore it was 6 banned, discuss the stratergies it may adopt to comeback into the market.(CO3)

### 7. Answer any <u>one</u> of the following:-

7-a. Think of a product and devise an advertisement budget around it considering 6
the various elements that can be used to frame it.(CO4)

6

7-b. Explain the meaning of Halo effect in brand promotion.(CO4)

#### 8. Answer any one of the following:-

- 8-a. In 2019, McDonalds purchased big data start up Dynamic Yield Limited and 6 became one of the first global restaurant brand to integrate decision technology to its restaurant, highlight the recent trend in marketing that the company has adopted.(CO5)
- 8-b. XYZ app, formulated a mobile app for provision of banking services to its 6 customers globally, it also uses it for marketing and spreading awareness about various banking products and services, highlight the advantages of the same.(CO5)