



SECTION – A

There are **FOUR** questions in this section. Answer any **THREE** questions.

1. (a) What methodologies are recommended for evaluating the effectiveness of marketing strategies, and how can businesses proactively adapt based on these assessments? (10)
- (b) How can companies integrate disruptive technologies such as AI, blockchain, and augmented reality into their marketing plans to gain a competitive edge? Provide examples. (12)
- (c) How do demographic changes, such as age mix and ethnic diversity, influence marketing strategies? Provide specific examples. (13)

2. (a) Define brand personality. Which traits are associated with brand personality, according to Stanford research? (10)
- (b) Discuss the challenges of demand forecasting in dynamic markets, including seasonality and consumer preferences. What strategies can companies employ to improve forecasting reliability? (12)
- (c) Compare and contrast different market research methods and highlight their strengths and limitations. (13)

3. (a) Assess the role of marketing research in the formulation of effective marketing strategies. Discuss the specific types of insights that marketing research can provide to companies and how these insights contribute to informed decision-making. (10)
- (b) Analyze the strategies companies can employ to attract and retain customers, reduce customer churn, and increase customer loyalty. Discuss the role of customer relationship management (CRM) and customer value management (CVM) in these strategies. (12)
- (c) Evaluate the various brand equity models such as Brand Asset Valuator, BRANDZ, Aaker Model, and Brand Resonance Model. What are the key components of each model, and how do they contribute to understanding and managing brand equity effectively? (13)

Contd P/2

IPE 427

4. (a) Discuss the major psychological processes that influence consumer responses to the marketing program. Provide examples to demonstrate how marketers can apply knowledge of these processes to create effective marketing campaigns. (10)
- (b) Analyze the impact of different buying situations, such as straight rebuy, new task, and modified rebuy, on the decision-making process of organizational buyers. How do these situations influence the evaluation and selection of brands and suppliers within business marketers? (12)
- (c) Analyze the effectiveness of market segmentation at different levels. How does segmentation enable companies to better understand and cater to the diverse needs and preferences of consumers? (13)

SECTION – B

There are **FOUR** questions in this section. Answer any **THREE** questions.

5. (a) Differentiate between product mix and product system with appropriate examples. (5)
- (b) Classify the consumer goods into four different categories and distinguish them with proper explanation. Describe the ways or means of product differentiations. (10)
- (c) Explain the reasons for a down-market stretch of any company. Compare the naming choices of a brand to be introduced in a down-market. Illustrate the advantages and implications of all the choices. (10)
- (d) Describe the different product mix pricing strategies with one example from each type. The telecom companies tend to lower the price of SIM cards. They sometimes offer it free of cost. However, the call rate seems to increase with time. Analyze and explain the pricing strategy for call rates based on the product mix. (10)
6. (a) Contrast among the three different types of auctioning. Which type of auction can be conducted in the least possible time? (5)
- (b) Explain the different types of reference prices. Elaborate how reference prices influence the buying or selling of a product. (10)
- (c) Differentiate among first, second, and third degrees of price discrimination used in marketing with examples. Explain the use cases of third-degree price discrimination. (10)
- (d) Elaborate on the six steps of setting the price using the example of a carbonated beverage that positions itself in the premium category with superior quality, where the company is finding increasing demand and moderate competition. (10)

Contd P/3

IPE 427

7. (a) Explain the different categories of buyers with appropriate examples. (5)
- (b) Discuss the types of conflict between channels. Explain the causes of the conflicts. Reflect on the strategies to manage the channel conflicts. (10)
- (c) Describe the factors leading to customer switching in the service industry with appropriate examples. Also, explain the best practices of top service companies to reduce customer switching. (10)
- (d) Explain the significance of Importance-Performance Analysis in the service sector. Construct the performance versus importance matrix for the marketing activities of a car washing service company, as shown in Table 7(d). Analyze the matrix and determine the future priorities based on this. (10)

Table 7(d)

TABLE 7(d)

Attribute No.	Activity Description	Mean Importance Rating	Mean Performance Rating
1	Promoting Eco-Friendly Practices	4.396	2.63
2	Loyalty Programs and Memberships	3.356	3.592
3	Online Booking and Scheduling	2.295	2.147
4	Seasonal Promotions and Discounts	2.777	2.6
5	Service Quality Assurance	3.512	2.017
6	Mobile Car Wash Services	2.737	3.282
7	Social Media Engagement	3.866	2.068
8	Fleet and Corporate Services	2.395	2.322
9	Referral Programs	2.642	3.031
10	Customer Feedback and Reviews Management	3.917	3.382

N.B: The mean importance and performance ratings are computed on a scale of 5. A higher rating means higher importance/performance. The importance and performance rating can be bifurcated at the value of 2.5.

8. (a) Describe how digital transformation has impacted business market analysis. (10)
- (b) Discuss the role of strategic alliances in business markets and their impact on marketing strategies. (12)
- (c) Evaluate the importance of procurement and supply chain factors in business market analysis and decision-making. (13)
