Seat No. _____   Enrollment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
PGDDM-SEMESTER-I-EXAMINATION-SUMMER-2025

Subject Code: DM01076011   **Date: 29-05-2025**
Subject Name: Basics of Marketing
Time: 02:30 PM to 04:30 PM   **Total Marks: 50**

Instructions:

    1. Attempt all questions.
    2. Make suitable assumptions wherever necessary.
    3. Figures to the right indicate full marks.
    4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q.	Question Text and Description	Marks
Q.1	Explain following terms (Attempt Any Seven)	14

    a) Product Concept
    b) Unsought Products
    c) Direct Marketing
    d) AIDA
    e) Brand Equity
    f) MIS
    g) Types of Buyers
    h) Public Relations

Q.2   Multiple Choice Questions (All Compulsory)   12

1   How does the "Physical Evidence" element contribute to the marketing mix?

A.	Refers to tangible cues that help customers evaluate the service	B.	Represents the durability of the product
C.	Determines the pricing strategy	D.	Focuses on promotional activities

2   The process of dividing a market into distinct groups is known as:

A.	Positioning	B.	Targeting
C.	Segmentation	D.	Differentiation

3   What is the primary focus of marketing management?

A.	Profit maximization	B.	Customer satisfaction
C.	Cost reduction	D.	Market share increase

4   How does the "Holistic Marketing" concept differ from traditional marketing approaches?

A.	It focuses solely on product features.	B.	It considers all aspects of the business, including societal and environmental factors.
B.	It relies on mass marketing techniques.	D.	It disregards the importance of customer feedback.

5   Analyze the role of artificial intelligence in shaping the future of marketing strategies.

A.	AI is irrelevant to marketing strategies.	B.	AI only impacts data analysis in marketing.
C.	AI can enhance personalization and automate marketing processes.	D.	AI is a threat to traditional marketing jobs.

6   Which component of the marketing mix involves making the product available to the target market?

A.	Product	B.	Place
C.	Price	D.	Promotion

7   How does a company practicing a skimming pricing strategy set its initial product price?

A.	Below the production cost	B.	Equal to competitors' prices
C.	High, gradually lowering it over time	D.	Based on the perceived value to customers

8   What does "Value Proposition" refer to in the context of positioning?

A.	The physical features of the product	B.	The unique value the product offers to the target market
C.	The price of the product	D.	The distribution channels used for the product

9   Assessing information needs in marketing involves:

A.	Collecting data	B.	Identifying the information required
C.	Analyzing market trends	D.	All of the above

10   Which of the following is NOT a type of marketing research?

A.	Exploratory research	B.	Descriptive research
C.	Causal research	D.	Analytical research

11   Which of the following is a qualitative research method?

A.	Surveys	B.	Experiments
C.	Focus groups	D.	Observations

12   Which technology facilitates information distribution within an organization by making information available in a timely, user-friendly way?

A.	Internet	B.	Intranet
C.	Extranet	D.	Ethernet

Q.3 (a) Define marketing. What are the core concept of marketing? Explain with the suitable examples.   07

(b) The marketing mix is the collection of steps a company takes to develop and advertise a product or service to customers. These marketing mix components are used by businesses to get the desired reaction from their target market. Explain the marketing mix strategy in brief.   07

OR

(a) Define the STP model in marketing. Explain how it helps a company effectively reach its customers. Provide an example to support your explanation.   07

(b) Write down a brief note on: Marketing Research Process   07

Q.4   **Case Study: <u>Amazon's Data-Driven Marketing Strategies</u>**

Amazon, the world's largest online retailer with over 300 million active customers and annual revenue surpassing $500 billion as of 2023, owes its success to a sophisticated Marketing Information System (MIS)**.** This system enables Amazon to collect, analyze, and leverage customer data to enhance decision-making, optimize operations, and create a superior customer experience. The MIS integrates customer data collection, real-time experimentation, and big data analytics to stay ahead in the highly competitive e-commerce market.

A key aspect of Amazon's MIS is its extensive customer data collection. Amazon gathers demographic details, such as name, age, and address, during account creation or purchases. It also tracks customer behavior, including browsing history, search queries, and purchase patterns. Moreover, innovative technologies like Amazon Go stores, launched in 2018, use computer vision and deep learning to monitor shopping habits in real time. This allows Amazon to eliminate checkout lines and offer frictionless shopping experiences. By 2023, Amazon was managing over 175 zettabytes of data, enabling it to create highly personalized customer experiences, such as customized product recommendations and targeted marketing campaigns.

Another crucial element of Amazon's MIS is experimentation through A/B testing, with the company conducting over 12,000 tests annually. For example, when introducing the "Buy Now" button, Amazon divided its users into two groups: one experienced the new feature, while the other used the traditional system. Analysis showed a 5% increase in conversion rates among the first group, leading to the widespread adoption of the feature. Such experimentation allows Amazon to refine its offerings based on real-time user feedback, a marked improvement over traditional methods like focus groups, which can be prone to bias and slower to deliver insights.

Amazon's use of big data analytics is another cornerstone of its MIS. With an estimated 1.5 million customer transactions daily, Amazon's predictive analytics optimize inventory management, ensuring products are stocked in warehouses close to high-demand regions. During holiday seasons, this approach enabled

80% of items to be delivered within two days. Marketing campaigns also benefit from big data, as personalized email recommendations achieve a 35% click-through rate, significantly outperforming industry standards. Additionally, Amazon's analytics tools, such as those provided through AWS, are used by over 2 million third-party retailers to enhance their operations.

The integration of these MIS elements has profound impacts. Amazon's ability to offer tailored recommendations drives 35% of its revenue, while predictive analytics enhance operational efficiency, reducing delivery times by 23% compared to competitors. These advantages have solidified Amazon's market leadership, enabling it to capture 45% of the U.S. e-commerce market, far ahead of rivals like Walmart and eBay.

However, Amazon's reliance on data is not without challenges. Data privacy concerns, such as the potential misuse of sensitive information, pose significant risks, particularly in light of regulatory frameworks like GDPR in Europe. Over-reliance on algorithms can also lead to errors, as evidenced by a 2021 incident where product recommendations were flagged as inappropriate. To address these challenges, Amazon must prioritize robust data security measures, transparent practices, and human oversight in algorithmic decision-making.

Amazon's Marketing Information System exemplifies the power of data-driven strategies in modern business. By seamlessly integrating data collection, experimentation, and analytics, Amazon continues to innovate, offering unparalleled customer experiences while maintaining operational excellence. However, the company must navigate privacy concerns and regulatory challenges to sustain its leadership in the e-commerce space.

(a) Discuss the role of Marketing Information Systems in enhancing Amazon's customer experience. Provide examples from the case.　　10

OR

(a) How does big data analytics contribute to Amazon's inventory management and marketing strategies? Highlight its impact on operational efficiency.　　10

****