

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**PGDDM-SEMESTER-I-EXAMINATION-WINTER-2024**

**Subject Code: DM01076011**

**Date: 17/12/2024**

**Subject Name: Basics of Marketing**

**Time: 10:30 AM TO 12:30 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.

<b>Q. No.</b>	<b>Question Text and Description</b>	<b>Marks</b>
<b>Q.1</b>	Definitions / terms / explanations / short questions based on concepts of theory/practical (Any Seven) A. 4 Ps of marketing B. Niche market C. Customer Value D. Selling Concept E. Marketing intelligence F. Social Class G. Consumer needs H. Cross-sectional study	<b>14</b>
<b>Q.2</b>	<b>Multiple Choice Questions ( All Compulsory )</b>	<b>12</b>
1	Which of the following is the first step in the marketing research process? A. Developing the research plan B. Defining the problem and research objectives C. Collecting the data D. Analyzing the data	
2	Which of the following factors is likely to have the most significant impact on a consumer's decision to purchase a luxury product? A. Price sensitivity B. Social influence C. Product availability D. Functional benefits	
3	Which of the following is a common basis for psychographic segmentation? A. Age and gender B. Income and education level C. Lifestyle and personality traits D. Geographic location	
4	What is the primary focus of relationship marketing? A. Maximizing short-term sales through promotions B. Building long-term connections with customers C. Reducing marketing costs through automation D. Targeting new customers exclusively	
5	Which of the following best defines market positioning? A. The process of identifying target market segments B. The process of differentiating a brand or product in the minds of consumers C. The analysis of competitors in the market D. The creation of marketing communications strategies	
6	Which of the following is considered a component of the macro-environment in marketing? A. Company resources B. Competitors' strategies C. Economic conditions D. Supplier relationships	
7	Which of the following factors is most likely to lead to an increase in consumer demand for a product?	

- A. A decrease in consumer income      B. An increase in the price of a substitute product
- C. A decrease in consumer preferences for the product      D. A reduction in advertising for the product
- 8 Which pricing strategy involves setting a low initial price for a new product to attract customers and gain market share quickly?
- A. Price skimming      B. Penetration pricing
- C. Premium pricing      D. Cost-plus pricing
- 9 What is one of the primary functions of product packaging?
- A. To reduce manufacturing costs      B. To provide detailed product information
- C. To enhance product visibility on shelves      D. To eliminate the need for branding
- 10 What is a key characteristic of panel research?
- A. It collects data from the same group of respondents over multiple time periods.      B. It focuses exclusively on qualitative data.
- C. It involves one-time surveys of a large population.      D. It is conducted in a controlled laboratory setting.
- 11 Which of the following distribution strategies involves selling products through a limited number of intermediaries?
- A. Intensive distribution      B. Exclusive distribution
- C. Selective distribution      D. Direct distribution
- 12 Which of the following statements best describes the marketing concept?
- A. Focus on selling products to achieve maximum profit.      B. Emphasize production efficiency and product quality.
- C. Prioritize customer satisfaction and understanding consumer needs.      D. Develop new products based on technological advancements alone.

**Q.3**

**Long Questions**

- (a) Discuss the significance of marketing management in today's business environment. **07**
- (b) Identify and analyze the consumer behaviour factors that could influence the buying behavior for a car. **07**

**OR**

- (a) Explain the marketing research process. **07**
- (b) A new health and wellness brand is preparing to launch a line of organic snacks aimed at consumers looking for healthier eating options. Identify and analyze the segmentation bases that the brand can use to effectively target its potential market. **07**

**Q.4**

**CASE STUDY:**

Tata Tea, a flagship brand of Tata Consumer Products, is one of the largest tea producers in India. Known for its premium quality and diverse range of tea products, Tata Tea has been a household name for decades. However, it faced stiff competition from local and international brands, prompting a need for a revitalized marketing strategy.

In 2008, Tata Tea launched the "Jaago Re" campaign, aimed at not just promoting tea but also encouraging social awakening among consumers. The

campaign effectively combined product promotion with social messaging, reflecting Tata's commitment to social responsibility while enhancing brand equity.

The "Jaago Re" campaign centered on issues such as voter awareness, social equality, and women's empowerment. By linking its brand with these causes, Tata Tea appealed to socially conscious consumers.

The campaign primarily targeted the youth and urban professionals, recognizing their potential as change-makers in society. The messaging was crafted to resonate with their values and aspirations.

- (a) What were the key objectives of the "Jaago Re" campaign? How did the campaign's focus on social issues enhance Tata Tea's brand image and consumer perception? **10**

**OR**

- (a) Discuss how Tata Tea identified and targeted its primary audience in the "Jaago Re" campaign. **10**

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