

Enrollment No./Seat No.:

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

Subject Code: DM01076011

Date: 24-12-2025

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.**

	Marks
Q.1 Attempt ANY 7	14
(A) Customer Relationship Management	
(B) Marketing Intelligence	
(C) Secondary Data Collection	
(D) Management Information System	
(E) Demographic Segmentation	
(F) B2B Market	
(G) Variety seeking buying behaviour	
(H) Customer Needs versus Wants	
Q.2 Multiple Choice Questions (All Compulsory)	12
(1) What does the "P" in STP stand for?	
A. Product	
B. Pricing	
C. Promotion	
D. Positioning	
(2) Which factor is NOT typically considered part of customer buying behavior?	
A. Cultural influences	
B. Social influences	
C. Psychological factors	
D. Political	
(3) Which stage comes first in the customer buying decision process?	
A. Evaluation of alternatives	
B. Need recognition	
C. Purchase decision	
D. Information search	

- (4) Which of the following is an example of psychological factors affecting buying behavior for iPhone 17 Pro?
- A. Family influence
 - B. Salary hike
 - C. Job demand
 - D. Lifestyle
- (5) The Production Concept focuses primarily on:
- A. Customer satisfaction
 - B. Product innovation
 - C. Aggressive selling techniques
 - D. Large-scale production and low costs
- (6) When a customer buys the same brand repeatedly without much thought, it is called:
- A. Complex buying
 - B. Impulsive buying
 - C. Habitual buying
 - D. Unconditional buying
- (7) The main difference between Marketing Intelligence and Marketing Research is:
- A. Research is continuous, intelligence is one-time
 - B. Intelligence is continuous, research is project-based
 - C. Research is internal, intelligence is external
 - D. Research is external, intelligence is internal
- (8) The main goal of the Societal Marketing Concept is to balance:
- A. Sales, marketing, and advertising
 - B. Company profits, consumer wants, and social welfare
 - C. Price, promotion, and profit
 - D. Innovation, competition, and production
- (9) Which of the following tools is commonly used in CRM systems?
- A. Customer data analysis
 - B. Inventory audits
 - C. Market reports
 - D. Syndicated business report
- (10) What is the main reason marketers study customer needs?
- A. To enjoy profits
 - B. To decide on marketing budgets
 - C. To develop products that satisfy customers
 - D. To reduce marketing expenses
- (11) Which targeting strategy involves designing different products for different segments?
- A. Undifferentiated marketing
 - B. Differentiated marketing
 - C. Mass marketing
 - D. Concentrated marketing
- (12) Primary data refers to:
- A. Data collected from company records
 - B. Data from published sources
 - C. Data collected firsthand for a specific research purpose
 - D. Data based on historical facts only

- Q.3 (a)** Write a detailed note on how 4Ps as a concept helps marketers design their marketing strategies to stay ahead in the competition. **07**
- (b)** Explain in brief the marketing research plan for a company intending to enter in Ahmedabad with a new brand of coffee shop. **07**

OR

- (a)** Explain the factors influencing consumer buying decisions for a 3-bhk apartment in a posh locality in Ahmedabad. **07**
- (b)** How can organizations effectively use competitive intelligence to anticipate market trends, identify emerging threats, and gain a strategic advantage over rivals? Explain. **07**

Q.4 ‘CASE – Growth of Sachetisation’

Sachetisation as a concept is ‘to offer low-priced, low-unit volume packs (pouches or sachets)’.

In India’s FMCG sector, sachets have transformed consumer accessibility and market penetration. This has brought a massive change in the rural marketing strategies adopted by various companies as it gave buyers affordability and accessibility.

Initially introduced by CavinKare in the 1980s for its Chik Shampoo, the sachet model allowed rural and low-income consumers to buy products in affordable, single-use quantities. Soon, giants like Hindustan Unilever, P&G and ITC adopted this strategy for shampoos, detergents, tea, and even coffee. Today, sachets account for a major share of FMCG sales, especially in rural India. Their low price point, convenience, and easy availability have helped brands expand reach, build loyalty, and drive volume growth. The “Rs. 1 economy” created through sachets has become a symbol of innovation and inclusivity in Indian marketing, turning millions of first-time buyers into long-term customers.

- (a)** Why do you think these FMCG companies have shifted their focus on ‘Sachetised product packaging’? Give relevant examples for the same. **10**

OR

- (a)** If you want to enter the rural market with a new brand of Smart Phones, decide your STP strategies with relevant examples. **10**
