

**Birla Institute of Technology & Science, Pilani**  
**Distance Learning Programmes Division**  
**First Semester 2007-2008**

**Mid-Semester Test**  
**(EC-1 Regular)**

Course No. : MM ZC411  
Course Title : MARKETING  
Nature of Exam : Closed Book  
Weightage : 40%  
Duration : 2 Hours  
Date of Exam : 04/08/2007 (FN)

No. of Pages	= 1
No. of Questions	= 4

Note:

1. Please follow all the *Instructions to Candidates* given on the cover page of the answer book.
2. All parts of a question should be answered consecutively. Each answer should start from a fresh page.
3. Mobile phones and computers of any kind should not be brought inside the examination hall.
4. Use of any unfair means will result in severe disciplinary action.

- Q.1 What are the components of the marketing environment? Why are these characteristics separate from the marketing mix? Is the target market a component of the marketing mix? Briefly describe some technological innovations that are changing the marketing environment. [4 + 2 + 2 + 2 = 10]
- Q.2 What characteristics differentiate stars, cash cows, question marks, and dogs in the market share/market growth matrix? Give examples of products in each of the four quadrants of the matrix, and suggest a marketing strategy for each product. Explain how the strategic business unit concept, the market share/market growth matrix, the market attractiveness/business strength matrix, and spreadsheet analysis can be used in marketing planning. [2 + 2 + 2 + 4 = 10]
- Q.3 What are the primary determinants of consumer behavior? What sub classifications further characterize these determinants? List the steps in the consumer decision process. Detail your application of this process in a recent purchase. [2 + 2 + 4 + 2 = 10]
- Q.4 Explain each of the four bases for segmenting consumer markets. Describe the criteria necessary for effective segmentation. Develop a marketing mix for a mobile company, the product to be launched in January 2008. [4 + 2 + 4 = 10]

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