

Subjective Questions

MKT501

MEGA FILE

Question 01

What are the tactics of Supply Chain Management in their role? (5MARKS)

Tactical Activities

- Sourcing contracts and other purchasing decisions.
- Production decisions, including contracting, locations, scheduling and planning process definition.
- Inventory decisions, including quantity, location, and quality of inventory.
- Transportation strategy, including frequency, routes, and contracting.
- Benchmarking of all operations against competitors and implementation of best practices throughout the enterprise.
- Milestone Payments

Question 02

What are the difference in marketing or sales? (5 Marks)

Marketing is typically seen as the task of creating, promoting and delivering goods and services from producers to consumers.

Sales refer to as a systematic process of repetitive and measurable milestones, by

which a salesperson relates his offering enabling the buyer to visualize how to achieve his goal in an economic way”.

Selling is a practical implementation of MARKETING it often forms a separate grouping in a corporate structure, employing separate specialist operatives known as salesmen (singular: salesman or salesperson).

Question 03

What are the advantages and disadvantages of Observational Research? (5 Marks)

The Observation method of research is basically developed for observing people in their natural setting. It focuses more on their everyday normal life. There are two types of Observation methods:

Non-Participant observation.

Participant Observation

Following are the advantages of this method

- ♾ It helps in overcoming issues of validity, bias etc
- ♾ It is useful when the subject can not provide information.
- ♾ It is also useful when the subject is feared to provide inaccurate information.

Following are the disadvantages:

- ♾ Past events being studied
- ♾ Frequently measuring attitudes or opinions
- ♾ Selecting sample is tricky
- ♾ Time and costs are high

- ⌘ Can be automated
- ⌘ Ethical issues

Question 04

What is the difference in the qualitative and quantitative research?

Qualitative research is a set of research techniques, used in marketing and the social sciences, in which data are obtained from a relatively small group of respondents and not analyzed with statistical techniques. While in the quantitative research the data are obtained from a large group of respondents that are statistically analyzed.

Question 05

What is the scope of quantitative research?

Both descriptive and inferential statistical techniques can be used to analyze data and draw conclusions. It involves a quantity of respondents sometimes ranging in number from ten to ten million, and may include hypotheses, random sampling techniques to enable inference from the sample to the population. Marketing research may include both experimental and quasi-experimental research designs.

Question 06

What do you think that what you have negotiation skills? What are the benefits of negotiation?

Negotiation means two persons or two parties trying to solve some problem, Negotiations can occur in profit organization, non profit organization and Govt. offices.

There are many techniques used in negotiations like by skilled negotiator. The analysis of the negotiation or problem organization style should have the following points consideration:

- Presenting demands
- Ability to speak first
- Calculation Deadlines
- Take it or leave it
- Rejecting an offer
- Limited authority
- Getting it in your hands

The effective negotiating resulting in a best solution and by negotiation we solved very big problems in any organization.

Question 07

What are Inbound and outbound activities of retailers?

Inbound operations, including transportation from suppliers and receiving inventory.

Outbound operations, including all fulfillment activities and transportation to customers.

Question 08

Suppose you are going to buy an item which is offered for Rs.5000. Consider these situations.

There is 10% discount.

There is 10% surcharge

Calculate price you are going to pay for the item in each case. 3

Price after discount:

As discount is 10% so the new price will be 90% of the actual price that is
 $5000 \times 90 / 100 = 4500$

Price after surcharge:

As surcharge is 10% so new price will be 110% of actual price that is
 $5000 \times 110 / 100 = 5500$

Question 09

Advantage of publicity. 3M

- Low cost
- And credibility (particularly if the publicity is aired in between news stories like on evening TV news casts).

The disadvantages are lack of control over how releases will be used, and frustration over the low percentage of releases that are taken up by the media.

Publicity draws on several key themes including

- Birth
- Love
- And death.

Question 10

What is length of channel, structure of different channels? 5M Page 88

CHANNEL STRUCTURE

To the various 'levels' of distribution, which they refer to as the 'channel length'.

- **Conventional or free-flow** - This is the usual, widely recognized, channel with a range of 'middlemen' passing the goods on to the end-user.
- **Single transaction** - A temporary 'channel' may be set up for one transaction; for example, the sale of property on a specific civil engineering project. This does not share many characteristics with other channel transactions, each one being unique.
- **Vertical marketing system (VMS)** - In this form, the elements of distribution are integrated.

Question 11

How qualitative marketing research different from quantitative marketing research. 5

Qualitative research is a set of research techniques, used in marketing and the social sciences, in which data are obtained from a relatively small group of respondents and not analyzed with statistical techniques. While in the quantitative research the data are obtained from a large group of respondents that are statistically analyzed.

Question 12

Define the five character stick of interview marks 3

Interview is conducted one-on-one, and lasts between 30 and 60 Minutes.

⊗ Best method for in-depth probing of personal opinions, beliefs, and values.

- ⊗ Very rich depth of information
- ⊗ Very flexible

- ⌘ Can be time consuming and responses can be difficult to interpret
- ⌘ Requires skilled interviewers - expensive - interviewer bias can easily be introduced
- ⌘ Start with general questions and rapport establishing questions, and then proceed to more purposive questions

Question 14

Difference between publicity and public relation (marks 3)

PUBLICITY----DEFINITION

Publicity is the means of using an external entity (celebrities, people from the media, etc) to increase the awareness levels of the product, company, goods etc amongst the public and/or buying segment.

PUBLIC RELATIONS

"Public Relations is the art and science of building relationships between an organization and its key publics. It is concerned with communications management".

Question 16

Retailer takes benefit of price discrimination describe? (Marks 5)

The retailer charges higher prices to some customers and lower prices to others. For example, a customer may have to pay more if the seller determines that he or

she is willing to. The retailer may conclude this due to the customer's wealth, carelessness, lack of knowledge, or eagerness to buy.

Question 17

Consumer behavior environment functions (3 marks)

The 'inputs' (stimuli) that the consumer receives from his or her environment are:

1. **Significative** - the 'real' (physical) aspects of the product or service (which the company make use of)

2. **Symbolic** - the ideas or images attached by the supplier (for example by advertising)

3. **Social** - the ideas or images attached to the product or service by 'society' (for example, by reference groups)

The 'outputs' are what happens, the consumer's actions, as observable results of the input stimuli.

Between the inputs and outputs are the 'constructs', the processes which the consumer goes through to decide upon his or her actions. Howard and Sheth group these into two areas:

1. **Perceptual** - those concerned with obtaining and handling information about the product or service

2. **Learning** - the processes of learning that lead to the decision itself

Question 18

Vertical and horizontal define two situation are give. (5 marks)

VERTICAL MARKETING

This relatively recent development integrates the channel with the original supplier - producer, wholesalers and retailers working in one unified system.

This may arise because one member of the chain owns the other elements (often called 'corporate systems integration');

HORIZONTAL MARKETING

A rather less frequent example of new approaches to channels is where two or more non-competing organizations agree on a joint venture - a joint marketing operation - because it is beyond the capacity of each individual organization alone. In general, this is less likely to revolve around marketing synergy.

Question 20

Differentiate between sales price and transfer price.

Transfer price means to set the location, to analyze, place and alteration of charges made between two parties or companies for any business. Transfer prices among mechanisms may be used to reflect distribution of resources among such components or for other purposes. Transfer prices are important for both taxpayers and tax managements because they determine in large part the income and expenses and taxable profits.

Sale price is that price at which something is obtainable for sale we can also say it

the fair market value. According to the business dictionary sale price is also the reduce price of something during sale of something.

Question 21

What are the important questions a marketer should consider while selecting a distribution channel for any market segment?

Before selecting a distribution channel for any market segment following questions must be answered in order to have an effective distribution channel.

- Who is the operating authority of the channel?
- Should distribution be exclusive, selective or extensive?
- Should the product be sold through a retailer?
- Should the product be distributed through wholesale?
- Should multi-level marketing channels be used?
- How long should the channel be?
- Where should the product or service be available?
- When should the product or service be available?
- Should channel relationships be informal or contractual?
- Should electronic methods of distribution be used?
- Are there physical distribution and logistical issues to deal with?

Question 22

When we are going to buy something from the market, it happens to our self that we buy things irrationally. How would you comment on this situation by keeping in view the model of Herbit Simon?

Buyers normally engage in irrational buying behavior because perfectly rational buying cannot be achieved for the reason that there are number of factors that limit rational buying.

As Simon said if a complete analysis is to be done, a decision will be immensely complex.

Peoples' information processing ability is very limited.
The assumption of a perfectly rational economic actor is unrealistic.
Often we are influenced by emotional and non-rational considerations when we try to be rational we are at best only partially successful.
Moreover, perfectly rational decisions also pose a time constraint.

Question No: 49 (Marks: 3)

How public relations are helpful in creating goodwill for organizations?

Ans:

Corporations use marketing public relations (MPR) to convey information about the products they manufacture or services they provide to potential customers to support their direct sales efforts. Typically, they support sales in the short and long term, establishing and burnishing the corporation's branding for a strong, ongoing market.

Question No: 50 (Marks: 3)

How the performance of a supply chain can be measured? Mention any three points.

Ans:

Supply chain management spans all movement and storage of raw materials, work in process

inventory, and finished goods from point-of-origin to point-of-consumption.

1. Distribution Network Configuration
2. Distribution Strategy
3. Information
4. Inventory Management

Question No: 51 (Marks: 5)

What is Integrated Marketing Communications? Why is it important?

Ans:

Definition:

A management concept that is designed to make all aspects of marketing communication such as advertising, sales promotion, public relations, and direct marketing work together as a unified force, rather than permitting each to work in isolation. Integrated Marketing Communication is more than the coordination of a company's outgoing message between different media and the consistency of the message throughout. It is an aggressive marketing plan that captures and uses an extensive amount of customer information in setting and tracking marketing strategy

List down at least six examples of sales promotion.

Ans:

Following are the examples of sales promotion:

1. Free travel
2. Discounts and Sales
3. Contests
4. Rebates
5. Gifts and Incentive Items
6. Free Samples

Question No: 52 (Marks: 5)

What is the purpose of marketing research?

Ans:

Market Research is broader in scope and examines all aspects of a business environment. It asks questions about competitors, market structure, government regulations, economic trends, technological advances, and numerous other factors that

make up the business environment.

Question No: 53 (Marks: 5)

How sales force automation system has increased the efficiency of sales manager?

Ans:

Sales force automation systems can also affect sales management.

The sales manager can configure the system so as to automatically analyze the information using sophisticated statistical techniques, and present the results in a userfriendlyway. This gives the sales manager information that is more useful in:

- Providing current and useful sales support materials to their sales staff
- Providing marketing research data : demographic, psychographic, behavioral, product acceptance, product problems, detecting trends
- Providing market research data : industry dynamics, new competitors, new products from competitors, new promotional campaigns from competitors, macro environmental scanning, detecting trends
- Co-ordinate with other parts of the firm, particularly marketing, production, and finance
- Identifying your most profitable customers, and your problem customers
- Tracking the productivity of their sales force by combining a number of performance

Question No: 49 (Marks: 3)

How the performance of a supply chain can be measured? Mention any three points.

Ans:

Supply chain management spans all movement and storage of raw materials, workinprocess

inventory, and finished goods from point-of-origin to point-of-consumption.

Distribution Network Configuration Distribution Strategy Inventory Management

Question No: 50 (Marks: 3)

What r those constructs which link input and output actions in the customer decision making process according to Howard and Sheath?

Ans:

Between the inputs and outputs are the 'constructs', the processes which the consumer goes through to decide upon his, or her actions. Howard and Sheth group these into two areas:

1. Perceptual - those concerned with obtaining and handling information about the product or Service
2. Learning - the processes of learning that lead to the decision itself

Question No: 51 (Marks: 5)

The term Publicity and Public relation r interchangeable. Do u agree? (5 marks)

Ans:

No, the term Publicity and Public relation are not interchangeable.

Publicity is the means of using an external entity (celebrities, people from the media, etc) to increase the awareness levels of the product, company, goods etc amongst the public and/or buying segment.

“Publicity is the deliberate attempt to manage the public's perception of a subject”.

Public Relations

“Public Relations is the art and science of building relationships between an organization and its key publics. It is concerned with communications management”.

”

Question No: 53 (Marks: 5)

How sales force automation system has increased the efficiency of sales manager?

Ans:

Sales force automation systems can also affect sales management.

The sales manager can configure the system so as to automatically analyze the information using sophisticated statistical techniques, and present the results in a userfriendly

way. This gives the sales manager information that is more useful in:

- Providing current and useful sales support materials to their sales staff
- Providing marketing research data : demographic, psychographic, behavioral, product acceptance, product problems, detecting trends
- Providing market research data : industry dynamics, new competitors, new products from competitors, new promotional campaigns from competitors, macroenvironmental scanning, detecting trends
- Co-ordinate with other parts of the firm, particularly marketing, production, and finance
- Identifying your most profitable customers, and your problem customers
- Tracking the productivity of their sales force by combining a number of performance

Q11:-How retailers use technology for improving their performance?3marks

ANS

Retailers must use technology to gain a competitive advantage in today's world. Retail research provides critical insights into shoppers' changing habits and attitudes, evaluations of existing and emerging retail technology vendors, and advice about how retailers can harness technology to improve their customer experience and operating results.

Q12:-What are those constructs that link the input and output actions in the consumer decision making process according to the model of Howard and Sheath?

3marks

ANS

One of the best known of the explanatory 'lain the interactions involved are that of Howard and Sheath. This contains a deal of common sense, although, as is often the case

with such models, the rather obscure terminology makes it appear more confusing than it

really is. **The 'inputs' (stimuli) that the consumer receives from his or her environment are:**

- 1. Significant** - the 'real' (physical) aspects of the product or service (which the company make use of)
- 2. Symbolic** - the ideas or images attached by the supplier (for example by advertising)
- 3. Social** - the ideas or images attached to the product or service by 'society' (for example, by reference groups)

The 'outputs' are what happens, the consumer's actions, as observable results of the input stimuli.

Between the inputs and outputs are the 'constructs', the processes which the consumer goes through to decide upon his or her actions. Howard and Sheth group these into two areas:

1. **Perceptual** - those concerned with obtaining and handling information about the product or service

2. **Learning** - the processes of learning that lead to the decision itself

Q13:-Why location is important for retailers and what are the promotional tools

retailers can use?5marks

ANS

Location is important to any business or organization. You can be in a destitute part of town selling hamburgers and not make any money. If you move your burger business to the heart of the hustle and bustle of business you will be able to make more money. Location is very important to have growth. The correct location is important as well.

Promotional Tools Used by Retailers

.Special Events

.Visual Merchandising

.Public Relations: Promoting and Advancing the Retailer's Image

Q14:-Explain safety need by giving at least four examples? 5marks

ANS

Safety Need: These are dealing with achieving of stability and of consistency in a chaotic world. These are mostly psychological in nature. We need the safety of a home and family.

However, if a family is dysfunctional caused by for **Example**

An abusive husband, he wife cannot move to the next level. Because she is constantly concerned for her safety. Love and belongingness have to wait until she is no longer fear.

Many in our society cry out for law and order because they do not feel safe enough to go for a walk in their neighbourhood.

Provide a safe working environment, retirement benefits, and job security.

Once a person has met the lower level physiological and safety needs, higher level needs

become important, the first of which are social needs. Social needs are those related to interaction with other people and may include:

1. Need for friends
2. Need for belonging
3. Need to give and receive love

Q15:-You are going to purchase a personal computer; which channel of distribution

you will use to purchase your computer. Explain it with logical reasoning?5marks

ANS

I will prefer to purchase to retailer, because it's convenient rather than searching out the different companies for every part of PC. Its feel me easy to buy from one place. In some cases it's not possible that to purchase single from manufacturer. Retailers involved in a

more exclusive distribution arrangement are likely to be more “loyal”, they will tend to

1. Recommend the product to the customer and thus sell large quantities;
2. Carry larger inventories and selections;
3. Provide more services

Question No: 49 (Marks: 3)

Suppose you are going to buy an item which is offered for Rs.5000. Consider these situations.

There is 10% discount.

There is 10% surcharge

Calculate price you are going to pay for the item in each case.

Ans:

Price after discount:

As discount is 10% so the new price will be 90% of the actual price that is

$$5000 \times 90 / 100 = 4500$$

Price after surcharge:

As surcharge is 10% so new price will be 110% of actual price that is

$$5000 \times 110 / 100 = 5500$$

Question No: 50 (Marks: 3)

Differentiate between sales price and transfer price

Ans:

Transfer price means to set the location, to analyze, place and alteration of charges made between two parties or companies for any business. Transfer prices among mechanisms may be used to reflect distribution of resources among such components or for other purposes. Transfer prices are important for both taxpayers and tax

managements because they determine in large part the income and expenses and taxable profits.

Sale price is that price at which something is obtainable for sale we can also say it the fair market value. According to the business dictionary sale price is also the reduce price of something during sale of something.

Question No: (Marks: 3)

List down at least six examples of sales promotion?

ANS

Examples of sales promotion are

- COUPONS
- DISCOUNTS AND SALES
- CONTESTS
- POINT OF PURCHASE DISPLAYS
- REBATES
- FREE SAMPLES (IN THE CASE OF FOOD ITEMS)
- GIFTS AND INCENTIVE ITEMS
- FREE TRAVEL, SUCH AS FREE FLIGHTS

Question No: (Marks: 3)

Why it's necessary for a marketer to understand the consumer behavior?

Discuss it.

ANS

The study of consumer behavior (CB) is very important to the marketers because it enables them

to understand and predict buying behavior of consumers in the marketplace; it is concerned not only with what consumers buy, but also with why they buy it, when and where and how they buy it, and how often they buy it, and also how they consume it & dispose it. Consumer research is the methodology used to study consumer behavior; it takes place at every phase of the consumption process: before the purchase, during the purchase, and after the purchase. Research shows that two different buyers buying the same product may have done it for different reasons, paid different prices, used in different ways, have different emotional attachments towards the things and so on.

Question No: (Marks: 3)

How sales force automation system has increased the efficiency of sales manager?

ANS

Sales staff will use their time more efficiently and more effectively. The sales manager will also become more efficient and more effective. This increased productivity can create a competitive advantage in three ways: it can reduce costs, it can increase sales revenue, and it can increase market share. Field sales staff will send their information more frequently.

Question No: 51 (Marks: 5)

Considering a situation in which you are going to negotiate with a party, what are the necessary skills you think you should have for successful and effective negotiation? Explain what the benefits of an effective negotiation are?

Ans:

Negotiation means two persons or two parties trying to solve some problem, Negotiations can occur in profit organization, non profit organization and Govt. offices. There are many techniques used in negotiations like by skilled negotiator. The analysis of the negotiation or problem organization style should have the following points consideration:

- Presenting demands
- Ability to speak first
- Calculation Deadlines
- Take it or leave it
- Rejecting an offer
- Limited authority
- Getting it in your hands

The effective negotiating resulting in a best solution and by negotiation we solved very big problems in any organization.

Question No: 52 (Marks: 5)

What are the important questions a marketer should consider while selecting a distribution channel for any market segment?

Ans:

Before selecting a distribution channel for any market segment following questions must

be answered in order to have an effective distribution channel.
Who is the operating authority of the channel?
Should distribution be exclusive, selective or extensive?
Should the product be sold through a retailer?
Should the product be distributed through wholesale?
Should multi-level marketing channels be used?
How long should the channel be?
Where should the product or service be available?
When should the product or service be available?
Should channel relationships be informal or contractual?
Should electronic methods of distribution be used?
Are there physical distribution and logistical issues to deal with?

Question No: 53 (Marks: 5)

When we are going to buy something from the market, it happens to our self that

we buy things irrationally. How would you comment on this situation by keeping in view the model of Herbit Simon?

Ans:

Buyers normally engage in irrational buying behavior because perfectly rational buying cannot be

achieved for the reason that there are number of factors that limit rational buying.

As Simon said if a complete analysis is to be done, a decision will be immensely complex.

Peoples' information processing ability is very limited.

The assumption of a perfectly rational economic actor is unrealistic.

Often we are influenced by emotional and non-rational considerations when we try to be rational

we are at best only partially successful.

Moreover, perfectly rational decisions also pose a time constraint.

Q20:-Suppose you are going to buy an item which is offered for Rs.5000. Consider

these situations? There is 10% discount, There is 10% surcharge

Calculate price you are going to pay for the item in each case? 3marks

ANS

Price after Discount:

As discount is 10% so the new price will be 90% of the actual price that is

$5000 \times 90 / 100 = 4500$

Price after surcharge:

As surcharge is 10% so new price will be 110% of actual price that is

$5000 \times 110 / 100 = 5500$

Question No: 21 (Marks: 3)

Difference between sales price and transfer price?

ANS

Transfer price means to set the location, to analyze, place and alteration of charges made between two parties or companies for any business. Transfer prices among mechanisms may be used to reflect distribution of resources among such components or for other purposes. Transfer prices are important for both taxpayers and tax

managements because they determine in large part the income and expenses and taxable profits.

Sale price is that price at which something is obtainable for sale we can also say it the fair market value. According to the business dictionary sale price is also the reduced price of something during sale of something.

Question No: 22 (Marks: 5)

Considering a situation in which you are going to negotiate with a party, what are the necessary skills you think you should have for successful and effective negotiation? Explain what the benefits of an effective negotiation are?

ANS

Negotiation means two persons or two parties trying to solve some problem, Negotiations

can occur in profit organization, non profit organization and Govt. offices. There are many techniques used in negotiations like by skilled negotiator. The analysis of the negotiation or problem organization style should have the following points consideration:

Presenting demands

Ability to speak first

Calculation Deadlines

Take it or leave it

Rejecting an offer

Limited authority

Getting it in your hands

The effective negotiating resulting in a best solution and by negotiation we solved very big problems in any organization.

Question No:23 (Marks: 5)

What are the important questions a marketer should consider while selecting a distribution channel for any market segment?

ANS

Before selecting a distribution channel for any market segment following questions must

be answered in order to have an effective distribution channel.

1. Who is the operating authority of the channel?
2. Should distribution be exclusive, selective or extensive?
3. Should the product be sold through a retailer?
4. Should the product be distributed through wholesale?
5. Should multi-level marketing channels be used?
6. How long should the channel be?
7. Where should the product or service be available?
8. When should the product or service be available?
9. Should channel relationships be informal or contractual?
10. Should electronic methods of distribution be used?
11. Are there physical distribution and logistical issues to deal with?

Question No: 24 (Marks: 5)

When we are going to buy something from the market, it happens to our self that we buy things irrationally. How would you comment on this situation by keeping in view the model of Herbit Simon?

ANS

Buyers normally engage in irrational buying behavior because perfectly rational buying cannot be achieved for the reason that there are number of factors that limit rational buying. As Simon said if a complete analysis is to be done, a decision will be immensely complex. Peoples' information processing ability is very limited. The assumption of a perfectly rational economic actor is unrealistic. Often we are influenced by emotional and non-rational considerations when we try to be rational we are at best only partially successful. Moreover, perfectly rational decisions also pose a time constraint.

Question No: (Marks: 5)

Differentiate between economic and psychological models?

ANS

Economic models - These models are largely quantitative and are based on the assumptions of rationality and near perfect knowledge. The consumer is seen to maximize their utility. See consumer theory. Same theory can also be used in some circumstances.

Psychological models - These models concentrate on psychological and cognitive processes such as motivation and need reduction. They are qualitative rather than quantitative and build on sociological factors like cultural influences and family influences.

Created by Nevia DocuPrinter Pro V6.2