

MANIPAL ACADEMY OF HIGHER EDUCATION

FIFTH SEMESTER B.DES. (ID) DEGREE EXAMINATION – DEC 2019/JAN 2020

SUBJECT: BID 311 – INTRODUCTION TO MARKETING
(2015 SCHEME)

Wednesday, January 08, 2020

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

- ✍ Answer any FULL FIVE questions.
- ✍ Answer all parts of a question.
- ✍ Any missing data to be assumed suitably.

1A. What do you mean by?

- i) Negative demand ii) Latent demand iii) No demand
- iv) Declining demand v) Unwholesome demand

1B. Explain sales concept and marketing concept with an example.

(5+5 = 10 marks)

2A. There are five types of needs. List and give an example for each type of need for a retailer of needle point kits. (Needlepoint is a form of creative sewing using thread to design pictures in canvas or fabric).

2B. With an example, explain marketing research process.

(5+5 = 10 marks)

3A. Name and explain major influences on industrial buying decisions?

3B. Write a note on marketing mix with relevant examples.

(5+5 = 10 marks)

4A. Briefly explain the porter value chain analysis with the help of an example.

4B. With a neat diagram, explain the steps in marketing information system.

(5+5 = 10 marks)

5. Explain buying centre in an organization. What are the different roles played by the buying centre participants?

(10 marks)

6A. Divide the Indian society into six social classes and suggest which class you would target most for the following products:

- i) Expensive Wooden designer furniture ii) Safety pin
- iii) Janata brand wrist watch iv) Herbal shampoo

6B. What are the components one must consider for effective segmenting? Explain.

(5+5 = 10 marks)

