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10MBA16

First Semester MBA Degree Examination, December 2011

Marketing Management

Time: 3 hrs.

Max. Marks:100

**Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7
2. Question No. 8 is compulsory.**

- 1 a. Define marketing management. (03 Marks)
b. Explain the different approaches to the study of marketing. (07 Marks)
c. What are the different marketing functions? (10 Marks)
- 2 a. Define services. (03 Marks)
b. What is the micro environment of marketing? (07 Marks)
c. Distinguish between goods and services. (10 Marks)
- 3 a. Define consumer behaviour. (03 Marks)
b. Explain the different types of buying behaviour. (07 Marks)
c. Explain the stages of the consumer buying decision process. (10 Marks)
- 4 a. Define a product. (03 Marks)
b. Briefly explain the product hierarchy. (07 Marks)
c. Write essential characteristics of a product. (10 Marks)
- 5 a. What is FOB pricing? (03 Marks)
b. Analyse the forces influencing price decision. (07 Marks)
c. Briefly explain the different types of pricing. (10 Marks)
- 6 a. What do you mean by channel of distribution? (03 Marks)
b. Explain the different channels of distribution. (07 Marks)
c. What are the factors influencing channel selection? (10 Marks)
- 7 a. What do you mean by sales promotion? (03 Marks)
b. Explain the formula A.I.D.A.S. (07 Marks)
c. What are the major areas covered by marketing audit? (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

8 **Case Study :**

Ventura Motors and Scooters India (VMSI) were leading two wheeler scooter makers in the Indian market. The company was the market leader in two stroke bikes and scooters. Real Motors, a rival, entered the market in collaboration with a Japanese auto major. The combination worked well and they started manufacturing four stroke bikes. Initially, the sales were low, subsequently it picked up. Slowly a number of new models were launched by Real Motors. This was welcomed by the market. This resulted in dwindling of market share for Ventura and other two wheeler manufacturers. The new bike by Real Motors was fuel efficient and environment friendly.

During 2010 and onwards the Indian market saw a sea change in the consumer's buying behaviour, changing taste and preferences. There was a sizable change in the income of the household, post 2010. The result of this was customers switching over from scooter to bike. Ventura started feeling the heat. Sales started to decline. To encash the market, Ventura introduced the four stroke bike; but this failed to turn the eyeball of the consumers. Meanwhile Red Motor launched a higher c.c. lifestyle four stroke bike and this met with great success. Most competitors other than Ventura also started manufacturing higher c.c. bikes. Now the market was flooded with too many models. Ventura's share for bike was further dwindling. They were now known only for scooters and not for bikes despite their attempts to popularize their products.

Mr. Raman, CEO, called for a high level meeting to decide on the segment. Various options were discussed by the technical and the marketing team. The board members took the cue from Real Motors and the marketing director of Ventura was of the view that, higher c.c. competitively priced new lifestyle segment could provide the solution to Ventura's problems; that is, he was of the opinion that customers must be given the right product at the right price. Ventura had to explore various strategies to market this novel, niche, lifestyle bike in India.

Answer the following questions :

- a. What is the cue that Ventura acquired from Real Motors? (05 Marks)
- b. If you were Mr. Raman, what would you have done in this situation? (05 Marks)
- c. As an outsider, how would you perceive the idea given by the marketing director of M/S Ventura? (05 Marks)
- d. What would be the strategies that Ventura should deploy to find new segment accepting the product? (05 Marks)

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