

8 Case Study: AVISHKAR LIMITED.

Three years after Rajiv Goyal M.D of the Rs.34 Crores light engineering product manufacturer, Avishkar Ltd., had introduced the concept of product management and an independent sales force to his company, sales started shrinking. Not only was this in sharp contrast to the 40% Growth rate posted in the two previous years, the market itself was expanded at 45% per annum.

Avishkar was firming up its plants to expand its product lines, which currently consisted of power tools (used in fabrication shops), industrial belts (used to carry fluids in hydraulic powered systems). The company had posted a profit of Rs.34 Crores in 1996, up from Rs.10 Crores in the first year operation. Products were being delivered to the end users, industrial firms of all sizes, through a Network of 500 dealers supported by a country wide field force of 120 salesmen. But a new Consumer segment, which required direct selling, for portable power tools was developing.

As demand boosted business in 1996 and 1997, Goyal realized how crucial organizational structure was to sustain and accelerate growth. A full fledged field sales force was set up. This was headed by an all India sales manager at the head office who was assisted by 15 field sales managers in the metros and big cities.

By early 96, Goyal had reinforced the system by inducting three product managers each responsible for the sales and profits of a particular product. In the next two years, sales rose by 40 percent annually in all three products categories, keeping pace with the market growth, as against 20% growth rate recorded in the first year.

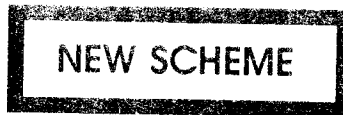
The first indication that something was amiss surfaced, when the sales of all products began declining in the second half of 1996 by 15% to 20%. This was against the objective of maintaining 7% to 10% market share.

It was then observed that salesmen has no product specialization and product managers had no direct control over the field sales force.

The concept of brand management or a distinctive function was losing ground.

Questions.

- a. Was it the concept of product management that had failed to deliver? (05 Marks)
- b. Did the fault lie with the organization of the sales force? (05 Marks)
- c. Was this company working as an integrated team? (05 Marks)
- d. How should Mr. Goyal restructure Avishkar? (05 Marks)



Reg. No.

First Semester M.B.A Degree Examination, December 2005 / January 2006
Master of Business Administration
Marketing Management

Time: 3 hrs.)

(Max.Marks : 100

- Note:** 1. Answer any FOUR from the first seven questions.
2. Question No. 8 is compulsory.
3. All questions carry equal marks.

1. (a) What factors differentiate business market from consumer market ? (5 Marks)
(b) Enumerate the steps involved in marketing planning. (5 Marks)
(c) Explain the various factors influencing the promotional mix. (10 Marks)
2. (a) What are the major channels of communication that an organisation can utilize ?
When should each of them used ? (5 Marks)
(b) Trace briefly the various stages in the evolution of present day Marketing system. (5 Marks)
(c) Describe the basis on which the consumer market is segmented. (10 Marks)
3. (a) Explain different types of vertical marketing system. (5 Marks)
(b) Packing acts as a silent salesman. Explain. (5 Marks)
(c) Discuss the major steps involved in effective selling. (10 Marks)
4. (a) Explain the method of measuring sales impact of advertising. (5 Marks)
(b) Explain remarketing and demarketing with suitable examples. (5 Marks)
(c) What pricing strategies are used to determine the price of a new product? Explain. (10 Marks)
5. (a) Why is publicity a more powerful tool than advertising and sales promotion ? (5 Marks)
(b) There are five alternative concepts under which organizations carryout the marketing activities - Elaborate. (5 Marks)
(c) Explain the factors to be considered before selecting a suitable media for advertisement. (10 Marks)
6. (a) Briefly mention the characteristics of services. (5 Marks)
(b) What factors decide the size of the marketing organisation? Explain. (5 Marks)
(c) Product differentiation strategy is used by marketer to distinguish his offering from that of competitor. Explain. (10 Marks)

7. (a) Explain the concept of product flanking and line extension with an example. (5 Marks)
- (b) Explain with examples the concept of selective attention and selective distortion. (5 Marks)
- (c) Explain the various criteria used to measure channel effectiveness. (10 Marks)

8. Case Study

SCOPE Udyog Ltd., is a manufacturer of industrial sensors which are used in machine tools. This company was started by its entrepreneurial president, some 10 years back, based on his own inventions. The company quickly gained 60% of market share in the first five years of its operations. At about this time, SPACE corporation aggressively entered the market with similar product and started chipping at SCOPE's market share. With aggressive promotion, pricing, distribution and marketing SPACE captured 20% of market share in 2000, while SCOPE'S market share dropped to 15%. The marketing manager projected declining share in future, if no changes were made in the product design, pricing, promotion and distribution policies of the company. The president of SCOPE refuses to admit that his company has lost the leadership position. He told his marketing manager that, his goals for the company were to remain the leader of the industry and revenues had to grow at the rate of 30% annually

Marketing manager was a practical person. He felt that the goals were conflicting. Maintaining leadership meant substantial commitment to R and D and engineering to develop low cost product. Price competition from space had resulted in diminishing profit margins. If SCOPE had to capture market share, it had to lower prices to compete SPACE. Lowering the cost of existing product would result in lower profit until new lower cost product is introduced. If the company wanted to be profitable, it has to abandon efforts to gain market share and go after special products to create its own market richer.

Marketing manager explained to the president in a recent meeting, how the goals are incompatible. The president however got upset and maintained that SCOPE was the leader in the market. It had better product than SPACE and therefore SCOPE could demand a premium price and earn high profits. He chided the marketing manager for being pessimistic and negative and told him to change his attitude. He did not see why SCOPE could not attain the goals set by him.

Answer the following questions :

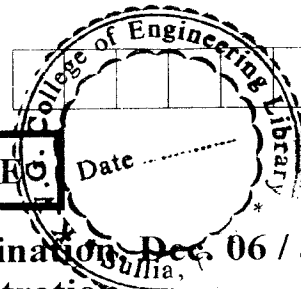
1. What is the crux of the problem in this case ?
2. Will you justify president's action in setting marketing goals unilaterally ? Give reasons.
3. What environmental changes have caused problems for the company ?
4. If you were the marketing manager of the company, what course of action would you take to deal with this situation ? (4×5=20 Marks)

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NEW SCHEME



First Semester MBA Degree Examination, Dec. 06 / Jan. 07
Business Administration
Marketing Management

Time: 3 hrs.]

[Max. Marks:100

- Note:** 1. Answer any **FOUR** full questions from Q.No.1 to 7.
2. Question No.8 is compulsory.
3. Assumptions for solving the case must be clearly mentioned.

- 1 a. What is marketing mix? Explain its components. (05 Marks)
b. Explain the steps involved in marketing planning. (05 Marks)
c. When do companies make use of push and pull strategies? Explain your answers with suitable examples. (10 Marks)
- 2 a. Explain the importance of marketing management. (05 Marks)
b. Explain the objectives of marketing research. (05 Marks)
c. Discuss the various stages of product life cycle with suitable examples. (10 Marks)
- 3 a. Discuss the steps in personal selling. (05 Marks)
b. Explain the different types of VMS (Vertical Marketing Systems). (05 Marks)
c. Describe briefly the basis of consumer market segmentation. (10 Marks)
- 4 a. Differentiate between micro and macro environment. (05 Marks)
b. Explain the various stages in new product development. (05 Marks)
c. Explain the pricing strategies that briefly determine the price of new product. (10 Marks)
- 5 a. Discuss the five stages that consumers pass through in product adoption process. (05 Marks)
b. What is relationship marketing? Explain its importance in current marketing scenario. (05 Marks)
c. What are the distribution channels that can be chosen for the following products? Explain your answers with valid reasons. (10 Marks)
i) Mobile phones ii) Passenger cars iii) DVD players iv) Edible oils.
- 6 a. What are the objectives of pricing? (05 Marks)
b. Distinguish between marketing and selling. (05 Marks)
c. Explain briefly the components of marketing audit. (10 Marks)
- 7 a. Write short notes on the following: (10 Marks)
i) Types of retailers ii) Product positioning. (10 Marks)
b. Explain the importance and characteristics of services marketing.

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8 Case Study:RAY BAN SUNGLASSES

BAUSH AND LOMB was created by Dan Gaill in the early 80's. The company began aggressively looking for new markets to enter. It finally decided to enter India with the Ranbaxy group. In May 1990, a plant was set up to manufacture contact lenses, eye care products, frames for prescription glasses and the leading premium sunglasses in the world, Ray Ban. All products will meet American National Standard Institute's standards.

Ray Ban was launched in Delhi, Mumbai, Bangalore, Pune, Goa, Chennai, Ahmedabad and many other cities with much fanfare. Now Ray Ban was made available in over 200 outlets and the number was expected to grow to over 500 next year. Ray Ban did not have an Indian presence. It had been imported officially till the late 50's. Even though there had been a gap of 40 years, the Indian consumer did not give up its affinity for the name. Market research revealed that over 50 percent of the target segment was aware of the brand. B and L Inc. wanted to come to India with only contact lenses and solutions but Ranbaxy insisted on selling Ray Ban. It thought a mix of products including Ray ban would be better received. They were keen on a fashionable consumer product and Ray Ban was perfect for rapid success. It had the right blend of a hi-tech consumer product and a very strong brand name. Ray Ban had many points to its credit: First, the reputation that it had developed with the US Air Force. Second, the US heritage of famous brands like Coke, Levi's and McDonalds. Third, it comes with a world wide guarantee on the product no matter where you buy it. Finally it has been associated with the celebrities like Tom Cruse, Madonna Sabatini, who have universal appeal.

Ray Ban scores over other sunglasses on its technological superiority. Because of the latest technology that goes into its making the glass blocks visible glare, checks ultraviolet rays, reduces the level of infrared rays. It effectively filters color to maintain high contrast levels and enhance vision. The lenses are free of waves that could distort vision or cause eye strain and fatigue. They are also impact resistant to the extent that a steel ball, the size of a marble, dropped on them from a height of one meter will cause no damage. India being a sunny country should be a source of high demand for such kind of glasses. On the other side, Ray Ban will be a fixed price product with no scope for bargaining. The retailers who are used to high margins will be given 25 percent. Also Ray Ban will retail at Rs.1200 onwards. The price differential for Ray Ban would be larger because counterfeit Ray Ban are widely available from anywhere between Rs.75-150 (Indian ones) and Rs.500-750 (Imported ones). The mood at the B and L is optimistic. They feel if Titan could make it in the Indian watch industry against the well established HMT so will Ray Ban. A watch keeps time and is a semi-jewelry item and also a fashion accessory. A pair of sunglasses protects the eye instead of keeping the time: it is a semi-jewelry item and is a fashion accessory. A pair of sunglasses protects the eye instead of keeping the time and the other two aspects are common. The prices are more or less in the same range. Will Ray Ban make it in India?

Questions:

- a. Suggest an appropriate basis for Ray Ban for segmenting its market in India. (05 Marks)
- b. Suggest a suitable positioning strategy for Ray Ban and also pricing strategy. (05 Marks)
- c. Explain the consumer profile of a typical buyer of Ray Ban. (05 Marks)
- d. Explain the type of promotion strategies that Ray Ban should adopt to be successful in Indian market. (05 Marks)

NEW SCHEME

First Semester MBA Degree Examination, July 2007
Business Administration
Marketing Management

Time: 3 hrs.]

[Max. Marks. 100

Note : Answer any **FOUR** questions from **Q-1 to Q-7** and **Q-8** is **Compulsory**.

1. a. What are the major functions of distribution channels? (05 Marks)
 b. Highlight the major differences between selling orientation and marketing orientation. (05 Marks)
 c. What are the variables that can be employed in consumer market segmentation? Briefly explain with examples. (10 Marks)
2. a. Discuss the different concepts that firms can adopt in the market place to do business. (05 Marks)
 b. What are the stages of new product development? Briefly explain. Why do new products fail? (05 Marks)
 c. Briefly describe the components of a marketing plan. (10 Marks)
3. a. Distinguish between undifferentiated and differentiated marketing. (05 Marks)
 b. What is customer relationship management? Why is customer retention so important to a company? (05 Marks)
 c. Describe the various stages through which the consumer buying process moves. State briefly the factors that influence this process. (10 Marks)
4. a. What are the limitations of marketing research? Give four commercial applications of marketing research. (05 Marks)
 b. What are the commonly used tools and techniques of sales promotion? (05 Marks)
 c. Discuss the consumer distribution channel alternatives available to a firm. Give examples. (10 Marks)
5. a. What factors would you incorporate in an advertisement to persuade audience? (05 Marks)
 b. What is services marketing? Briefly describe the chief characteristics of services. (05 Marks)
 c. Describe the different stages of product life cycle. How does industry profit change with each stage? (10 Marks)
6. a. What is Integrated Marketing Communication (IMC)? Briefly explain its constituents. (05 Marks)
 b. Distinguish between consumer marketing and business marketing. (05 Marks)
 c. "Market leadership is an essential ingredient in modern marketing". Discuss the different strategies that companies can adopt to sustain their market leadership. (10 Marks)
7. a. Compare push and pull promotional strategies. (05 Marks)
 b. Discuss the main tasks in product management. (05 Marks)
 c. What is marketing environment scanning? Why is it important? Describe the main environmental forces that affect the business prospects of a firm. (10 Marks)

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8 Case Study :

Savi Jeans

Savi, the jean maker, was exposed heavily to the eastern part of India, with a clear focus on the Calcutta market from the year 1988 – 1995. The market for denim wears at that point of time was not high. Hence, the competition was also low. Savi took the advantage and became a dominant player in the east, especially in Calcutta. The target segment was middle class and the prices were all around Rs. 350/-.

After 1995, since Savi started concentrating more on exports and neglected the home market, problems became more numerous like poor supply, bad quality, unacceptable fits etc., till the year 1997. These two years created a vacuum in the market and other brands took the advantage to put a tight grip on the market.

The craze for denim wear had increased manifold and the industry was growing at the rate of 25 percent annually. The basic rule of the game was to offer to the consumer good fitting jeans (tight or loose) with better finish. Different colours were also introduced apart from conventional blues.

Meanwhile, after consolidating the export operation, Savi planned a come back move and in continuance of the same, they launched a basic five pocket jeans in fashion, in a series of colours priced at Rs. 720/-. It was available in all good readymade apparels shops and exclusive denim outlets.

Savi, as a brand, had got a high recall but compared to that the product acceptance was low. This was primarily because of the price factor which was clashing with brand image and this segment was dominated mostly by imported brands like Wrangler, Pepe and highly perceived quality Indian brands like Bare, Killer, Trigger etc. Hence, anybody ready to spend Rs. 720/- felt like spending a little more and buying an imported brand, or highly perceived Indian brand. Also, Savi had just one good fit, which was tight fitting and in others, fits were not all that good. Other brands were offering the consumer multiple fits to choose from.

Answer the following :

- a. Identify the problem(s) in this case. (05 Marks)
- b. Should Savi continue with the same market segment or identify a new segment? Explain your stand. (05 Marks)
- c. Elaborate upon the marketing mix Savi must design to position itself in the identified target market. (05 Marks)
- d. Draw a hypothetical perceptual map of branded jeans and indicate the position of Savi jeans based on the stand you have taken. (05 Marks)

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05MBA16

First Semester MBA Degree Examination, Dec. 07 / Jan. 08
Marketing Management

Time: 3 hrs.

Max. Marks:100

Note : Answer any FIVE full questions. Q.No. 8 is compulsory.

- 1 a. What is Psychographics and where is it applied? (05 Marks)
b. Explain briefly the factors influencing the product life cycle of a product. (05 Marks)
c. Explain the decisions that companies make when developing product line and product mixes. (10 Marks)
- 2 a. What are the components of Brand equity? (05 Marks)
b. What is push promotion and pull promotion strategies? When is each one applicable? (05 Marks)
c. Classify buying motives. How does organizational market differ form consumer market? (10 Marks)
- 3 a. Explain the various adopter categories with examples. (05 Marks)
b. Explain the concept of "Reward power" and "Legitimate power" with respect to a channel. (05 Marks)
c. Explain the steps involved in Marketing planning. (10 Marks)
- 4 a. What are the major channels of communication can an organization utilize? When should each of them be used? (05 Marks)
b. Explain the important features of marketing audit. (05 Marks)
c. Explain briefly i) price skimming ii) penetration pricing. (10 Marks)
- 5 a. Explain the limitations of Marketing Research. (05 Marks)
b. How packaging can be used as an important marketing tool. Explain. (05 Marks)
c. Explain the various stages during the evolution of Modern Marketing Organization. (10 Marks)
- 6 a. Explain the characteristics of Niche Markets. (05 Marks)
b. How are Goods classified? Briefly explain the characteristics of F.M.C.G from consumer perspective. (05 Marks)
c. What are the various branding decisions that can be taken by a marketer? (10 Marks)
- 7 a. What is under positioning and over positioning with respect to a product? (05 Marks)
b. What are "Needs", "Wants" and demand? Explain the concept as applied to a two wheeler. (05 Marks)
c. Explain the various steps involved in developing C.R. (10 Marks)

8 CASE STUDY:

Cools Head was established to manufacture, distribute and market pharmaceutical soft drinks. This Indian Company has to face stiff competition from Multinationals during the initial period. Adopting successful marketing strategies, the company had established a place for itself amongst leading Pharma Companies in the country.

In 2000, CEO of the company, stressed the need for diversification and addition of new products to its existing range. He floated the idea of manufacturing and marketing coffee with milk, cocoa and sugar. The consultant, who were hired to discuss the idea, suggested that the new product should be a big success especially in view of its competitors brand. The market research department of the company also gave the green signal to the project after conducting a brief survey.

The Company promoted its coffee with "Chaco coffee" as the brand name. It was supplied in 400 gram packet at a price of Rs 75. The product was heavily advertised in news paper, radio and T.V. Target audience were middle class. Ordinary, unbranded coffee was available in the market at the rate of Rs 30 to Rs 40 per kg. The key thrust of Chaco-coffee in the promotion campaign was that, it contained cocoa, milk and sugar.

Company had a sales force of 150 and stockiest numbering 50. Product was channelised through super markets. The sales representatives had developed a good rapport with supermarkets and other retail outlets. The company had issued discount coupons to the stockiest for passing over the same to the customer. The buyer was entitled to Rs 5 discount per packet of 400 grams. The scheme continued for about 6 months.

Despite all the above efforts, the product was unable to attract customers. It was observed that launching of this product has not affected the market position of other branded coffee at all, which was being sold at Rs 90 for a pack of 250 grams. Infact, surprisingly, the sale of other brands of coffee increased marginally, consequent to the advertisement campaign by the Cool Heads. The company could achieve only 25% of its sales target in the first year and remained static for the next year.

Questions :

- a. What do you think are the reasons for the failure of the company to achieve its targets?
- b. Suggest a suitable promotion plan for pushing up the sales volume of the company.
- c. Would a change in the distribution channel bring some improvements in the sales position of the product?
- d. What should the company do to improve the market position? (20 Marks)

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First Semester MBA Degree Examination, June/July 08
Marketing Management

Time: 3 hrs.

Max. Marks:100

Note :1. Answer any FIVE full questions.
2. Question No.8 is compulsory.

- 1
 - a. In designing a marketing channel system, the marketer must understand the service output levels desired by target customers. Channels provide five service outputs. List and briefly describe each of these outputs. (05 Marks)
 - b. What are the advantages available to producers for using intermediaries? (03 Marks)
 - c. What is a "mega trend"? Briefly describe five mega trends shaping the consumer landscape. (07 Marks)
 - d. We can distinguish among five types of customer needs. List and provide an example of each of those customer needs. (05 Marks)

- 2
 - a. In setting the "price" for their products or services, firms must stop and pause to reflect on the many factors affecting its pricing policy. List these six factors and briefly explain the subsequent components of each one of them. (10 Marks)
 - b. Marketing people are involved in marketing ten types of entities. List and briefly characterize those entities. (10 Marks)

- 3
 - a. Services have four distinctive characteristics that greatly affect the design of marketing programs. List these characteristics and briefly explain each. (05 Marks)
 - b. The world's strongest brands share a list of common attributes. List and briefly characterize five of those attributes. (05 Marks)
 - c. What are the five stages of the consumer buying process? (05 Marks)
 - d. Various factors have contributed to the increased importance of packaging as a marketing tool. List and briefly describe these events. (05 Marks)

- 4
 - a. Micro models of marketing communications concentrate on consumer's specific responses to communications. There are four classic response hierarchy models. List each model and outline their processes from the cognitive stage, affective stage, and behavior stage. (08 Marks)
 - b. The new product development process starts with the search for ideas. New-product ideas can come from interacting with various groups and using creativity-generating techniques. List these techniques. (05 Marks)
 - c. What are the various steps to improve the quality of its marketing intelligence function that can be taken by a company? (07 Marks)

- 5
 - a. List and briefly characterize Maslow's Hierarchy of needs. (05 Marks)
 - b. What are the six steps in the marketing research process? (06 Marks)
 - c. Marketing communications are the means by which firms attempt to inform, persuade, and remind consumers – directly or indirectly – about the products and brands that they sell. The marketing communications mix consists of six major modes of communication. List and briefly explain each. (06 Marks)
 - d. If you were the marketing manager for small regional toy manufacturer who embraced strategic marketing application to your value creation and delivery sequence process, you would use three processes or acts to choose the value of your offer. Name those three processes. (03 Marks)

- 6 a. Different consumers have different needs during the purchase process. Researchers Nunes and Cespedes argue that in many markets, buyers fall into four categories. List these four categories. (02 Marks)
- b. Indicate the difference and similarities between the following terms: marketing plan, strategic marketing plan, and tactical marketing plan. (06 Marks)
- c. Explain the differences between a vertical marketing system (VMS) and a conventional marketing system? (04 Marks)
- d. Define the four components of a marketing audit. (08 Marks)
- 7 a. There are eight steps in developing effective communications. List these steps in their order of flow. (04 Marks)
- b. For price discrimination to work, certain conditions must exist. List and briefly explain these conditions. (06 Marks)
- c. In planning its market offering, the marketer must address the five product levels of the customer value hierarchy. Describe the "customer value hierarchy" and identify the five levels of product contained within. (05 Marks)
- d. Business markets have several characteristics that contrast sharply with those of consumer markets. Name and briefly characterize five of those contrasts. (05 Marks)
- 8 a. What is promotion mix? What are its elements? (04 Marks)
- b. You have been hired by Sony Corporation as manager for promotional activities recently. You have been asked to improve the promotional activities for the following items. Taking into account of your knowledge on Sony's current promotional activities that you see in the medias, comment on the present promotional activities and suggest how the products can be promoted better?
- i) Blue ray disc
 - ii) Digital video disc
 - iii) Compact disc.
 - iv) Magnetic tapes
- (16 Marks)

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First Semester MBA Degree Examination, Dec.08 / Jan.09
Marketing Management

Time: 3 hrs.

Max. Marks:100

Note : Answer any FOUR full questions from Q-1 to Q-7 and Q-8 is compulsory.

- 1 a. What is integrated marketing? (05 Marks)
b. Briefly outline the scope of marketing. (05 Marks)
c. What are the macro environmental forces which affects the marketers decision? Briefly explain. (10 Marks)
- 2 a. Differentiate between marketing research and market research with examples. (05 Marks)
b. What are the major differences between consumer markets and business markets? (05 Marks)
c. What are the applications of marketing research? Explain. (10 Marks)
- 3 a. What is total product concept? Explain with an example. (05 Marks)
b. Briefly explain skimming and penetration pricing strategies. (05 Marks)
c. Outline the various branding strategies with examples. (10 Marks)
- 4 a. What do you understand by product mix? Give an example of product mix. (05 Marks)
b. What is E-CRM? Briefly explain. (05 Marks)
c. What are the segmentation variables used in segmenting the market for any FMCG product? (explain with any one example of your choice) (10 Marks)
- 5 a. What is marketing audit? What are the components of marketing audit? (05 Marks)
b. Outline the contents of marketing plan prepared annually. (05 Marks)
c. What are the factors affecting the choice of channels? (10 Marks)
- 6 a. What are the objectives of marketing research? (05 Marks)
b. Briefly outline the consumer decision making process. (05 Marks)
c. Explain the new product development process. (10 Marks)
- 7 Write short notes on :
a. Relationship marketing.
b. Societal marketing concept
c. Integrated marketing communication
d. Packaging and labeling. (20 Marks)
- 8 Case Study :
Indian rural markets have a number of spurious brands. These brands have selected such names which are easily identifiable with original brand names. Even packaging, colour, packsizes, lettering and style are duplicated in these brands. Some of the examples are 'Loveboy' for 'Lifebuoy', 'Nirbha' for 'Nirma', 'Teta tea' for 'Tata tea'. These brands charge a lower price than the original brand. Retail "push" is also managed by these brands. There are a large number of brands in the personal care category. These brands may also be perceived as "status" symbols in rural markets. For the product managers of original brands it is a very difficult situation, because these spurious brands account for a lot of sales. Taking legal action is a way out, but legal battles take a long time and hence the original brands would like to avoid the legal course of action.
Questions :
a. Why these spurious brands succeed in rural markets? How is rural consumer buying behaviour is different from urban consumers? (05 Marks)
b. These brands are gradually entering suburban and urban markets. Will they succeed there also? (05 Marks)
c. What are the segments targeted by these brands? What are their marketing mix strategies? (05 Marks)
d. If you were to be the marketing manager for an original brand, what will be your course of action? (05 Marks)

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Srinivas Institute of Technology
Library, Mysore

08MBA16

First Semester MBA Degree Examination, Dec.08/Jan.09
Marketing Management

Time: 3 hrs.

Max. Marks:100

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

- 1 a. What is societal marketing? Give an example. (05 Marks)
b. Explain in detail the rights that the consumers are entitled under the Consumer Protection Act. (05 Marks)
c. Analyze the stages of New Product development in a company. (10 Marks)
- 2 a. What constitutes a niche market? Give an example. (05 Marks)
b. Compare and contrast horizontal and vertical marketing system. (05 Marks)
c. Explain in detail steps involved in personal selling. (10 Marks)
- 3 a. What is meant by market segmentation and market aggregation? Give examples. (05 Marks)
b. Explain briefly the four product mix dimensions. (05 Marks)
c. What are the various criteria used to measure the effectiveness of the channel. Explain. (10 Marks)
- 4 a. Explain briefly merits and demerits of Direct marketing. (05 Marks)
b. Enumerate the steps involved in marketing planning? (05 Marks)
c. What are the various product differentiation strategies available to a marketer? (10 Marks)
- 5 a. Explain push-pull strategy used in promotion? When is each one useful? (05 Marks)
b. On what basis consumer market is segmented? Explain. (05 Marks)
c. What is meant by diffusion of Innovation? On what factors does it depend on? Explain. (10 Marks)
- 6 a. What is brand equity? What are its components? (05 Marks)
b. Describe the various steps involved in the process of organizational buying? (05 Marks)
c. Explain the growth and maturity stages of product life cycle along with marketing strategies? (10 Marks)
- 7 a. Distinguish between customization and customerization. (05 Marks)
b. Explain the advantages and disadvantages of product based organizational structure? (05 Marks)
c. Discuss the steps involved in developing effective communication? (10 Marks)
- 8 CASE STUDY: (20 Marks)

Ventura Motors and Scooters India (VMSI) were leading two wheelers scooter makers in Indian market. The company was market leaders in 2 stroke bikes and scooters. Real Motor, a rival entered the market in collaboration with Japanese auto major. The combination worked well and they started manufacturing 4 stroke bikes. Initially, the sales were low, subsequently it picked up. Slowly a number of new model were launched by Real motors. This was welcomed by the market. This resulted in dwindling of market share for Ventura and other 2 wheeler manufacturers. The new bikes by Real motor was fuel efficient and environment friendly.

....contd.

During 1999 and onwards Indian market saw a sea change in the consumer's buying behaviour and changes in taste and preferences. There was a sizable change in income of household post 1999. The result of this was customers switching over from scooters to bike. Ventura started feeling the heat. Sales started to decline. To encash the market, Venture introduced 4 stroke bike, but this failed to turn the eyeball of the consumers. Meanwhile Real motor launched a higher c.c. life style 4 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 product.

Mr. Raman, CEO called for a high level meeting to decide on the segment. Various options were discussed by technical and 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 life style segment could provide the solution to Ventura's problem i.e. he was of the opinion that customers must be given the right product at the right price. This is accepted by other board members.

Ventura struck a deal with Harley Davidson to manufacture their range of motorcycles. The price was much higher than any comparable bike in the Indian market. The company – Ventura had to explore various strategies to market this novel, niche, life style bike in India.

Answer the following questions. Make necessary assumptions if necessary:

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

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First Semester MBA Degree Examination, June/July 2009
Marketing Management

Time: 3 hrs.

Max. Marks:100

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

- 1 a. Distinguish Marketing from selling. (05 Marks)
b. Explain the product hierarchy. (05 Marks)
c. Explain the steps involved in New product development. (10 Marks)
- 2 a. What is meant by CRM? (05 Marks)
b. Distinguish publicity and public relations. (05 Marks)
c. Explain in detail growth and maturity stages of PLC. (10 Marks)
- 3 a. What is Segmentation? Give an example. (05 Marks)
b. Distinguish Consumer market from Business market. (05 Marks)
c. Explain the impact of Macro environment on Business enterprise. (10 Marks)
- 4 a. What is meant by market aggregation? (05 Marks)
b. Explain atleast 4 different tools available to carry on sales promotion. (05 Marks)
c. Describe in detail, contents of marketing plan. (10 Marks)
- 5 a. Explain the term product line and product mix. (05 Marks)
b. What are the characteristics of services? (05 Marks)
c. Explain the steps involved in personal selling. (10 Marks)
- 6 a. Distinguish strategic and tactical planning. (05 Marks)
b. Explain various features of marketing audit. (05 Marks)
c. Explain the various mechanism of evaluation available to evaluate the intermediare. (10 Marks)
- 7 a. Explain the term i) Latent demand ii) Overfull demand with an example. (05 Marks)
b. What are convenience goods and speciality goods? Give example of each. (05 Marks)
c. Explain the various steps adopted by customer during buy decision process. (10 Marks)
- 8 **CASE STUDY :**

Mr. Agarwal CEO of Energetic enterprises has established the firm for the manufacture and marketing of an innovative product. The firm earned a reputation of its product within two years of its inception and enjoyed monopoly position in the market for its product. Now it has a turnover of about Rs. 80 crores.

Three years back, some firms entered the market and offered cheap substitutes, which were of better quality. This year, Mr Agarwal is worried because about 40% of the market share was already taken away by new firms and he is not able to check this trend.

Mr. Agarwal has been looking after both production and marketing functions though finance is being looked after by a finance manager having a professional degree in chartered accountancy. Mr. Agarwal has recently lowered the price of his product to fight competition, but even this has not helped. He has now approached you for advice to stabilize his sales volume.

Questions :

(20 Marks)

- a. Identify the strong and weak points of this case.
- b. What is the orientation of Mr. Agarwal in selling his product?
- c. What environmental factor do you think caused worry to Mr. Agarwal?
- d. As a consultant, what strategies would you suggest to check further fall in market share.

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First Semester MBA Degree Examination, Dec.09/Jan.10
Marketing Management

Time: 3 hrs.

Max. Marks:100

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

- 1 a. Differentiate between selling concept and marketing concept. (05 Marks)
b. Explain the special characteristics of services using Kingfisher airlines as an example. (05 Marks)
c. Discuss: "New product development can be a growth strategy". (10 Marks)
- 2 a. Discuss the different orientations under which marketing companies function. (05 Marks)
b. What are the major factors considered by companies while determining the promotion mix strategy? (05 Marks)
c. Explain the significance of environmental forces in marketing. (10 Marks)
- 3 a. What is consumerism? Give three examples of legislations made in India to protect consumers. (05 Marks)
b. Explain the stages of consumer buying decision process. (05 Marks)
c. What are the components of the marketing plan? Explain. (10 Marks)
- 4 a. Explain the AIDA model in the context of designing a message. (05 Marks)
b. Discuss market segmentation and the variables used to segment consumer markets. (05 Marks)
c. What are the major brand strategy decisions for a company in the context of building brands? (10 Marks)
- 5 a. Explain, with examples the push/pull strategy used in product promotion. (05 Marks)
b. "Packaging acts as a silent salesman" – Justify. (05 Marks)
c. Discuss the steps in personal selling process which a salesman must master. (10 Marks)
- 6 a. Explain 'Levels of product', using mobile handset as an example. (05 Marks)
b. What are the pricing strategies available for new product pricing? (05 Marks)
c. Trace the stages of a product's life-cycle and the marketing strategies relevant to each stage. (10 Marks)
- 7 a. What are the important features of marketing audit? (05 Marks)
b. Explain the different types of vertical marketing systems. (05 Marks)
c. Discuss the different types of marketing organizations and their advantages and disadvantages. (10 Marks)

8 CASE STUDY : OTIS INDIA

The lift or elevator market in India is around Rs. 450 crores. Otis India is the market leader with a market share of about 70%. Bharat Bijilee, ECE, Mitsubishi and Hyundai are competitive brands. Otis has a network of nearly 70 centers. The company launched a chip-driven elevator model, launched a chip-driven elevator model, OTIS 300 F priced between Rs. 18 lakhs and Rs. 28 lakhs. Hotel industry forms an important segment in this category as lifts are considered essential to consumers. The microprocessor model takes an optimal combination of destinations (stops) ensuring a quick landing at respective destination (specific floor). The product is also likely to save energy costs significantly, which is an additional USP. OTIS 300 F has to target new buildings, as old buildings will not have the infrastructure to take on the new model. Otis also has other models for a huge replacement market which may be integrated in new lifts. It may be noted that grill type of lifts have been banned and this market may be integrated into a "no-grill" lift at the lower end of the product line.

Question :

- a. What are the market segments that you identify for OTIS 300 F lifts? (05 Marks)
- b. What should be your target marketing strategies in the above identified segments? (05 Marks)
- c. What would be your marketing strategies for the models in the replacement markets? (05 Marks)
- d. What channels would you recommend for OTIS 300 F and replacement market? (05 Marks)

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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.



First Semester MBA Degree Examination, May/June 2010

Marketing Management

Time: 3 hrs.

Max. Marks:100

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

- 1 a. Explain the concept of marketing. Write the difference between selling and marketing. (03 Marks)
- b. Explain the need for consumer protection act 1986, in marketing. (07 Marks)
- c. Describe the stages of consumer buying decision process, with examples. (10 Marks)
- 2 a. Write notes on brand equity, with examples. (03 Marks)
- b. Explain the concept PULL strategy, with examples. (07 Marks)
- c. What are the different pricing strategies used in marketing? Explain. (10 Marks)
- 3 a. Classify and explain consumer goods with examples. (03 Marks)
- b. Explain different levels of a marketing channel. (07 Marks)
- c. What are the steps involved in new product development? Explain. (10 Marks)
- 4 a. What are the service mix elements? Explain. (03 Marks)
- b. Describe the role of middlemen in the distribution system. (07 Marks)
- c. Explain the core concept of marketing, with special reference to need, want and demand, with examples. (10 Marks)
- 5 a. What do you mean by strategic marketing planning? (03 Marks)
- b. Explain the basis for market segmentation, with examples. (07 Marks)
- c. Explain the stages of PLC with suitable marketing strategies. (10 Marks)
- 6 a. Describe the various functions of marketing. (03 Marks)
- b. Explain the concept buying motives, with examples. (07 Marks)
- c. "Marketing today is based on innovative advertisement and influence of technology" – Explain. (10 Marks)
- 7 a. What are the external environmental factors influencing marketing? Explain. (03 Marks)
- b. Explain the components of marketing audit. (07 Marks)
- c. Explain the term personal selling and describe the steps involved in personal selling. (10 Marks)
- 8 **Case Study:** LRK Ltd, a private company, doing business with number of products and functioning from Bangalore, is panning to introduce a new product for school children, called "SMART BAG". It is well designed in order to keep several things. In the initial stage the company is interested to appoint several young sales executives to visit and sell the bags to the leading schools only in the capital cities. It has also decided to cover the major retail stores and popular departmental stores through proper channel. For the institutes, the company started to sell the bags at 25% direct discount and slowly introduced it to the other parts the country through attractive advertisement and long term contract based dealership.
Questions:
 - a. What is the selling technique used in the initial stage? Explain.
 - b. What are the sales promotional strategies used by the company? Explain.
 - c. As a marketing executive, suggest a suitable sales organizational structure for the effective sales.
 - d. What are the new marketing strategies that you can use in the growth stage for "SMART BAG"? (20 Marks)

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Important Note : 1. On completing your answer, 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.

