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First Semester MBA Degree Examination, June / July 2013
Marketing Management

Time: 3 hrs.

Max. Marks:100

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

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| 1 | a. Define Marketing. | (03 Marks) |
| | b. What are the factors influencing marketing concept? | (07 Marks) |
| | c. Explain various marketing orientation. | (10 Marks) |
| 2 | a. Explain the concept of Market Environment. | (03 Marks) |
| | b. Explain Micro Environment for marketing. | (07 Marks) |
| | c. Explain the term service market and explain service marketing mix. | (10 Marks) |
| 3 | a. What do you understand by Diffusion process? | (03 Marks) |
| | b. Explain the stages in buying decision process, with diagram. | (07 Marks) |
| | c. What do you mean by consumerism? Briefly narrate consumer protection act of 1986? | (10 Marks) |
| 4 | a. Define the concept of brand equity. | (03 Marks) |
| | b. Explain new product development process. | (07 Marks) |
| | c. Explain stages in product life cycle. | (10 Marks) |
| 5 | a. List out 5C's of pricing. | (03 Marks) |
| | b. Explain new product pricing strategy, with the help of example. | (07 Marks) |
| | c. Explain the method of determining price based on costs. | (10 Marks) |
| 6 | a. What do you mean by multi – level marketing? | (03 Marks) |
| | b. Explain with example, the three stages of channel conflict management. | (07 Marks) |
| | c. Briefly narrate factors affecting market channel choice. | (10 Marks) |
| 7 | a. Define Marketing Audit. | (03 Marks) |
| | b. Explain the steps in marketing planning process. | (07 Marks) |
| | c. Explain steps involved in personal selling. | (10 Marks) |

8 CASE STUDY :

It is estimated that Indian mineral water industry is worth of Rs 1000crores. There were so many players operating in this industry till November 2001. The Government then came out with an order that every player in this industry must possess Bureau of Indian standard certificate. It is sure, hence, that of the 300 odd brands in the markets, only few will survive. During the year 2001 a spate of brands from major players entered Viz Aquafina from Pepsi, Pure life from Nestle and Kinley from Coca – Cola India. It is expected that during 2001 – 2002, this industry be expected to grow at 50-60 percent.

The home segment and the small packets are expected to grow by leaps and bounds. Bisleri is genetic for bottle water. During the year 2001 – 2002, it grow by 140 percent. Adopting an aggressive price strategy, it made its presence felt in various categories. The two litre pack is offered at Rs 15 only. Also it introduced a 1.2 litre pack at Rs 12. Another brand from Parlie, Bailey went into niche market and offered for first time a 330ml bottle at Rs 3.50. This Chota Bailey has created smaller package market.

In this intense competition market, R.R Foods introduced “Amp pure” brand of Spring water. “Amp pure is positioned as a premium product and is available in 300ml, 500ml and one litre and 1.5 litre will price Rs 12, Rs 15, Rs 25 and Rs 30 respectively. The company expects growth in the 500ml market. According to Pepsi, the 2001 – 2002 saw this brand move at a slow pace mainly because Aquafina is priced at Rs 10 for 750ml. As compared to other player in the market who were much in demand at Rs 10 for a litre bottle.

Question :

- a. Do you think the pricing strategy of “Amp pure” is right. Justify your answer. (07 Marks)
- b. What would be the competitive strategy adopted by Aquafina and Kinley as compared to Bisleri? (07 Marks)
- c. As a product manager of “Amp pure”. How would you communicated to your target audience? (06 Marks)
