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12MBA24

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

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any THREE full questions from Q.No.1 to 6.
2. Q.No.7 and 8 are compulsory.

- 1
 - a. What is selling concept? (03 Marks)
 - b. Briefly out line the scope of marketing. (07 Marks)
 - c. How do you assess the impact of micro and macro environment on an organization? Explain with examples. (10 Marks)
- 2
 - a. What is segmentation? (03 Marks)
 - b. What are the benefits of segmentation? (07 Marks)
 - c. Briefly outline the buying decision process in consumer markets. (10 Marks)
- 3
 - a. What is positioning? (03 Marks)
 - b. What is product life cycle? Explain each stage of a product of cycle. (07 Marks)
 - c. What is skimming and penetration pricing? Briefly out line the conditions suitable for adopting the skimming and penetration pricing. (10 Marks)
- 4
 - a. What is brand equity? (03 Marks)
 - b. What is product mix? Explain with the example of a FMCG organization. (07 Marks)
 - c. Briefly outline the new product development process. (10 Marks)
- 5
 - a. What is integrated marketing communication? (03 Marks)
 - b. Briefly outline the different types of advertising budgets. (07 Marks)
 - c. Explain the consumer and trade sales promotion tools with examples. (10 Marks)
- 6
 - a. What is marketing audit? (03 Marks)
 - b. What is push and pull strategies? Explain giving examples. (07 Marks)
 - c. Explain the merits and demerits of different types of marketing organizing. Write the structure also. (10 Marks)
- 7
 - a. Nirma chemical works is popular for its detergent/washing powder. It has plans to come out with toothpaste and wants to retain the same brand name 'Nirma Toothpaste'. Justify whether the company can retain the same advertisement copy (washing powder) for promotion the tooth paste with minimum modifications only. (05 Marks)
 - b. Godrej Ltd. follows certain pricing policy with respect to its soap brands. Shortly it will be launching its paint brand. Can it follow the same pricing policy for fixing the price of its paint brand? Justify your answer. (05 Marks)
 - c. Intel India has introduced 'project vidya' which promotes PCs in schools and also manages intel's cyber schools in Delhi and Mumbai. In a changing Indian environment, identify product modification necessary to promote 'Project Vidya' PCs in Hubli. (05 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.

- d. Zodiac is a well known brand among neck ties and ready made shirts aimed at upwardly mobile urban working executives, competing with other premium brands such as Park Avenue, Van Heussen and Louis Phillipe. Justify whether the exclusive distribution strategy followed by zodiac is right or not, keeping in mind the target customers aimed at. (05 Marks)
- 8 Quality foods inc is a multi product ready to eat food products manufacturing company. This product lines consistence of noodles. Rava Idli mix, and all other North Indian and south Indian food items. They had manufacturing plots in Delhi, Mumbai and Bangalore. They also had an extensive distribution network in all major cities catering to the retailers. They had brand ambassadors in different regional languages and advertised their products through visual (TV) and print media.
- They had a very good name in the market and the company had surplus cash. The board decided to enter in to coffee shops in all major cities. Coffee day is their biggest competitor. The board decided to conduct a market survey to understand the market pulse.

Questions:

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|---|------------|
| a. What is a product mix? Write the product mix of quality foods inc. | (05 Marks) |
| b. Briefly outline the scope for coffee shops in India. | (05 Marks) |
| c. Is it advisable to diversify to the above business in the present context? | (05 Marks) |
| d. What are the variables need to be studied by the market survey. | (05 Marks) |

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