

Code: 21E00202

MBA II Semester Regular & Supplementary Examinations July 2024
MARKETING MANAGEMENT
(Common to MBA, Fintech, BFS and HCHM)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION-A

(Answer the following: 05 X 10 = 50 Marks)

1. "Creating long-term relationships with the customers will enhance the business" Explain. 10M
OR
2. What are the strategies in Product Life Cycle and explain the marketing strategies in each stage. 10M
3. Discuss the bases for market segmentation in case of (i) Garments and (ii) Consumer Durables. 10M
OR
4. Explain how business markets can be analysed with suitable examples. 10M
5. Explain how to design and manage the services. 10M
OR
6. Discuss the role of advertising and sales promotion in marketing. 10M
7. Discuss about retailing in detail in Indian scenario. 10M
OR
8. Logistics Management play a key role in marketing. Explain. 10M
9. Discuss the Skills required for a Sales Manager. 10M
OR
10. Explain the nature and importance of Sales Management. 10M

SECTION-B

(Compulsory question, 01 X 10 = 10 Marks)

11. **Case Study/Problem:** 10M

XYZ Limited holds 30 per cent of the market share in automobile sector which prices its products in line with the market at present. Suggest new pricing strategies so as to increase the market share.

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SECTION-A

(Answer the following: 05 X 10 = 50 Marks)

1. Evaluate the process involved in conducting Marketing Research 10M
OR
2. Describe the various phases of a Product Life Cycle with an example. 10M
3. What is meant by Brand Positioning? What precautions are required while Brand Positioning? 10M
OR
4. Examine the need and importance of Analyzing Consumer Markets. 10M
5. Outline the different tools available for Sales Promotion 10M
OR
6. What do you understand by Integrated Marketing Communications? What issues are involved in managing IMCs? 10M
7. What is meant by Retailing? Discuss the need for the study of Retailing. 10M
OR
8. Outline the various functions of Marketing Channels 10M
9. What do you understand by Sales Organization? What are the different types of Sales organizations? 10M
OR
10. Examine the nature and importance of Sales Management. 10M

SECTION-B

(Compulsory question, 01 X 10 = 10 Marks)

- 11. Case Study/Problem:** 10M

Analyze the following case and answer the questions

The task of shifting consumers from commodity to branded products is tough in the stages, especially for the one who attempts it first. When Tata's launched the first national brand of iodized salt in the late eighties they had to hard sell the concept of a branded salt before actually selling the brand. The task of educating the consumer about the benefits of a pure wholesome branded salt was performed by the firm almost single handed. So when DCW Home products decided to take on it only helped in expanding the market. The firm has a relatively easy task with salt because the consumer had already accepted the concept. However, it was not a cakewalk for DCW Home products this time when they decided to launch Captain Cook atta in June 1994, through some regional brands such as "Good Health" 'Rajbog' and 'Trupti' were already present in the market they had only a limited reach and penetration. No brand was in existence at the national level. Therefore, the responsibility of breaking the consumer resistance and to convert them from commodity to a branded product user lied primarily with DCW. Besides a firm de-germination all they needed for this, was a hefty promotional budget, a good dealer network and effective communication to convince the people about the benefits of branded atta. The pre-launch market research suggested that the primary concern of a housewife about atta was the grain quality and credibility of the source from where it is purchased. As the brand name 'Captain Cook' was already established in salt, the same name was extended to atta to give source credibility to the product. In fact, the firm had used humour very successfully in the past to advertise Captain Cook sail but atta being a high concern item for the housewife the communication was required to convey the image of a good, clean and wholesome product, which was not possible only through humour alone. The 60 second commercial prepared (by the ad agency Ulka) for launching the product was set in a contemporary rural family's farmhouse. It was pretested in Pune before releasing it on DD Metro. The 'sone jaise gehu se bana (made from gold like wheat grains), theme conveyed the product quality and customer satisfaction very succinctly. The test launch in Bombay was very successful. Within 45 days of its launch the entire stock was sold out. the brand went national after Dewali, 1994.

Questions:

- (a) How will you educate your customers if you start a new brand?
- (b) Brief the strategies used to break consumer resistance
- (c) What are the advertising strategies do suggest for this case?
