

(Following Paper ID and Roll No. to be filled in your Answer Book)

Paper ID :270106

Roll No.

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MBA

(SEM. I) THEORY EXAMINATION, 2015-16

MARKETING MANAGEMENT

[Time:3 hours]

[Total Marks:100]

Note: The Question Paper Contain three Sections.

Section-A

1. Attempt **all** Question of the following: (2x10=20)

- (a) Explain the concept of goods-services continuum.
- (b) What are some of the most recent trends and developments in marketing concept and applications?
- (c) Write the steps involved in the process of purchase decision making for a consumer product.
- (d) which of the stages of the family life cycle would constitute the most lucrative segment/ segments for the following products and services?
 - (i) Domino's pizza
 - (ii) Mutual funds
 - (iii) justify your answer.

- (e) Define product mix.
- (f) 'Packaging is the 5th p of marketing mix.' explain.
- (g) Why has ebay succeeded as an online auction marketplace while so many others have failed?
- (h) What is market Penetration Pricing?
- (i) Give examples of each of the following :
 - (i) Advertisements using the USP;
 - (ii) advertisements based on 'imagery'.
- (j) What is Vertical Distribution System?

Section-B

Attempt **any five** questions from this section. (10x5=50)

- 2. A microwave oven manufacturer wants to develop a benefit segmentation of the microwave oven market. Suggest some possible benefit segments.
- 3. Explain the concept of Customer Relationship Management. Discuss the role of Customer Relationship Management in Modern Marketing.
- 4. What do you understand by product positioning? discuss the main concern that are to be kept in mind while positioning your product?
- 5. How changing role of females in influencing the marketing approaches necessary to reach and sell our prospects effectively?
- 6. ABC is a company that is into manufacturing and marketing of durables. In the context of the above explain how important is new product development to ABC and what sources of new product ideas should ABC use?

- 7. "Cost is an important factor in price determination but cost alone is not sufficient for determining the price." Discuss.
- 8. What are the different levels of distribution channels? How marketers select and motivate channel members?
- 9. Write short notes on any two of the following:
 - (a) Personal selling
 - (b) Sales promotion
 - (c) Electronic Marketing
 - (d) Public Relations

Section-C

- 10. Read the following case and answer the following questions given at the end of the case: (15x2=30)
 Karen Rees, director of marketing at woodvale Products limited, has called an urgent meeting with her fellow directors of the other functional areas of the business. The overriding reason for calling this meeting is that Rees feels her efforts to improve the marketing standing of the company through improved customer orientation is being thwarted by other functional managers. In addition, and as part of the overall problem, over the past twelve months since Rees was appointed there has been considerable conflict between members of her marketing team and other members of the company.

One of the first things that Rees organised when she was appointed marketing director was an update of the product range, including the introduction of several new products. In Rees's view, the product range was badly out of date and this was directly affecting sales and

market share. However, the battle that Rees had to fight in order to get the design team and the engineering and production staff in the company to go along with her ideas had been very bruising indeed. In short, they had vehemently resisted these new innovation. Rees felt vindicated now because the new product range had been welcomed by the existing customer base.

However, this was not the only battle that Rees had to fight. Over the past twelve months she had battles with finance over pricing and costs of delivery and distribution, complaints about customer service, battles with personnel over proposed customer awareness training for all company employees which had been turned down on the grounds that such training would be too expensive, and she even had battles with the sales department, which was autonomous from marketing, over suggestions for increasing call rates by sales representatives on key accounts.

In short, Rees was not happy with the way things were in the company.

the company is currently organised on a functional basis, including her own marketing department. Most of the sales team come from engineering backgrounds and the company is strongly engineering and product oriented. At the moment, she feels that she does not even have the support of the senior management team regarding her views that company needs to become more customer focused.

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