

Code: BA2T3

**I MBA - II Semester - Regular Examinations - AUGUST 2015**

**MARKETING MANAGEMENT**

Duration: 3 hours

Max. Marks: 70 M

**SECTION-A**

**1. Answer any FIVE of the following: 5 x 2 = 10 M**

- a. Societal Marketing Concept
- b. BCG Matrix
- c. Research Instruments
- d. Product Life Cycle
- e. Consumer – Adoption Process
- f. Dissonance Reducing Buying Behavior
- g. AIDA Model
- h. Push – Pull Strategy

**SECTION – B**

**Answer the following: 5 x 10 = 50 M**

2. a) Explain the difference between share of customer and customer equity? Why are these concepts important to marketers?

OR

b) What are the different marketing management orientations and explain the STP model with examples?

3. a) Describe the environmental forces that affect the company's ability to serve customers.

OR

b) Discuss the real value of marketing research and marketing information and how that value is attained.

4. a) Compare and contrast business and consumer markets.

OR

b) Name and describe the major steps in the new-product development process with suitable examples for each.

5. a) Explain market skimming and market penetration pricing strategies. Name and describe the five product mix pricing decisions.

OR

b) Describe the major types of vertical marketing system. Explain how channel members add value for manufacturers and consumers.

6. a) What is retailing? How do you classify retailers? Explain the trends in retailing stores in India with the help of suitable examples.

OR

b) What is green marketing? How can companies enhance their image by going green?

### SECTION – C

#### 7. Case Study

1 x 10 = 10 M

The Institute for Intellectual Development of Children and Young Adults has declared Barbie a cultural threat to Iran. The tall,

blonde, blue-eyed doll represents the American woman who never wants to get old or pregnant. She wears makeup and indecent clothes. She drinks champagne in the company of boyfriend doll Ken. To replace Barbie, the Institute designed Sara. Sara has darker skin and black hair and she wears the traditional floor-length chador.

Since its Islamic Revolution over 25 years ago Iran has been particularly wary of Western influences. In mid-1990's, a Coca-Cola factory was shut down for "promoting American culture". A call to ban Barbie is not popular with all Iranians, however toy-store owners think Barbie is about business, not culture and many moderate Iranians oppose attempts to protect national culture by force and prohibitions.

In Arab world at large, Barbie remains the most popular doll amongst affluent consumers, but she is about face new competition. The proposed Leila doll will attempt to give Arab girls a feeling of pride in belonging to their own culture. Leila will have black eyes and hair will look about ten years old. Her wardrobe options will include Western outfits as well as traditional dresses from the various Arab regions, such as Egypt, Syria and the Gulf states.

Both Sara and Leila will have brother dolls, not boyfriend dolls. The idea of having a boyfriend is a concept not acceptable to most Middle Eastern families. Sara's brother, Dara is dressed in the coat and turban of a Muslim cleric or mullah. Arab children have suggested grandparent dolls for Leila.

The Arab League has sponsored feasibility studies to entrust private sector investors in producing Leila and her family. However, both Leila and Sara will enjoy government subsidies, currently, 90 percent of toys in the Middle East are imported. High tariffs on imported raw materials have made it cheaper to import toys than to produce them locally. Sara and Leila will sell at about \$ 10, whereas Barbie commands between \$30 and \$ 150 in the capital cities of Cairo and Tehran.

In the United States, competition was also emerging. A manufacturer in Livonia, Michigan introduced a Razanne doll for Muslim Americans. The doll's creator claimed that the main message of the doll was that what matters is what's inside you, not how you look. Razanne had the body of a preteen and came in three types: fair-skinned blond, olive-skinned with black hair and black skin with black hair. Her clothing was modest woman but her aspirations were those of "a modern Muslim woman".

### Questions

1. Why is Barbie popular in the Middle East?
2. Briefly describe about the Doll industry in Middle East.