

Code: BA2T3

I MBA-II Semester–Regular/Supplementary Examinations - July 2017

MARKETING MANAGEMENT

Duration: 3 hours

Max. Marks: 70 M

SECTION-A

1. Answer any FIVE of the following:

5 x 2 = 10 M

- a) Define Marketing Research.
- b) Behavioural Segmentation.
- c) Product Positioning.
- d) Brand.
- e) Market Testing.
- f) Communication Strategy.
- g) Retailing.
- h) Merchandising.

SECTION – B

Answer the following:

5 x 10 = 50 M

2. a) Why is marketing important and describe the various roles and functions of marketing management?

OR

b) How can companies more accurately measure and forecast the demand?

3. a) “To be useful, market research must be measurable, substantial, accessible, differentiable and actionable.” Based

on the above statement, how can a company divide its market into segments?

OR

b) Describe the various marketing strategies deployed by a company to become successful. Substantiate with suitable examples.

4. a) What are the characteristics of products and how do marketers classify the products?

OR

b) Describe the various types of pricing strategies.

5. a) Explain the need and importance of channels and what are the various channel management issues?

OR

b) What are the different sales promotion strategies adopted by FMCG companies?

6. a) Define wholesaling and write a note on its functions and types.

OR

b) Discuss the various contemporary issues in marketing.

SECTION – C

7. Case Study

1 x 10 = 10 M

India's Refrigerator market is estimated at 2750 cr. is catered mainly by 10 brands. The annual capacity is estimated at around 4.15 million units is running head of demand of 1.5 millions.

As there is a demand and a surplus supply, all the manufacturers are trying out for new strategies in the market. Times have changed and also the buying behaviour of the customer. Earlier it was cash and carry system. Now the dealers play an important role in selling; now the system is exchange for the old “bring your old refrigerator and take a new one with many gifts”. A new company by name Electrolux has entered the market which has acquired Allwyn, Kelvinator and Voltas brand.

Research has revealed that urban and city sales are declining and hence all manufacturers are trying to concentrate on rural markets. Electrolux strategy is customization of market, with special attention to the Northern and Southern India markets, while Godrej the major player thinks that dealer network in rural market for sales and service will be beneficial and is trying to give more emphasis on dealer network, whereas Whirlpool has adopted the strategy of increasing the dealer network by 30%.

The market shares of the major players are as follows:

- Godrej 30%
- Whirlpool 26%
- Samsung 13%
- LG 12%
- Videocon 10%
- Voltas 5%
- Panasonic 2%
- Others 2%

Questions

- a) Could the refrigerator market be segmented on geographical base planned by Electrolux?
- b) What would be the marketing Mix for rural market?
- c) Would 125 Litre and 150 Litre models are an ideal choice to launch in rural market?