

Roll No.

Total No. of Pages : 03

Total No. of Questions : 15

MBA/MBA(IB) (2012 & Onward) (Sem.-2)

MARKETING MANAGEMENT

Subject Code : MBA-204

Paper ID : [C0249]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A** contains **SIX** questions carrying **FIVE** marks each and students has to attempt any **FOUR** questions.
2. **SECTIONS-B** consists of **FOUR** Subsections : **Units-I, II, III & IV**. Each Subsection contains **TWO** questions each carrying **EIGHT** marks each and student has to attempt any **ONE** question from each Subsection.
3. **SECTION-C** is **COMPULSORY** and consist of **ONE CASE STUDY** carrying **EIGHT** marks.

SECTION-A

1. Outline the marketing planning process.
2. List factors which influence consumer buying process.
3. What is CRM? Name two companies of India which have adopted CRM as a competitive advantage.
4. Outline strategies for managing sales force in FMCG industry.
5. List factors effecting brand equity of a company.
6. List characteristics of shakeout stage of Product life cycle.

SECTION-B

UNIT-I

7. *“India is a sales oriented economy. Very few companies in India are adopting marketing orientation”*. Do you agree or disagree with the statement. Support your opinion with examples in light of Liberalization and Globalization.
8. What are the environmental variables influencing the Business world? Discuss how much control does a marketing manager has over these variables.

UNIT-II

9. Explain why STP is such an important concept to marketing practitioners, as they seek to develop competitive edge. What additional variables of marketing mix does a marketing practitioner take care of while designing STP?
10. Discuss the relationship between consumer technology adoption process and Product life cycle. What are the various Marketing Mix strategies commonly associated with different stages of the product life cycle?

UNIT-III

11. Differentiate between logistics and supply chain management. What are principal functions of a distribution channel? How has internet effected the way these functions are performed?
12. What are various components of promo mix? Markets can be segmented at four levels i.e. Large segments, Niches, Local customer groups and lastly, individual customers. Briefly describe each and explain the variance in terms of Promotion mix and price mix.

UNIT-IV

13. What is Online E commerce? How has technology influenced the Global competition? Discuss various strategies of entering into Global Markets.
14. Write short notes on the following :
 - a. Green marketing
 - b. Buzz marketing

SECTION-C

15. CASE STUDY

Harinder began making wooden writing utensils as a hobby until Manpreet recognized Harinder's talent. Manpreet immediately ordered 250 pens and pencils of various styles to be displayed in his shop's showcase. Within three months, the writing utensils were a hit! Harinder had never thought of marketing his talent but Manpreet's enthusiasm and the recent sales were enough to change his mind.

With limited resources, Harinder contacted three additional specialty shops within 100 miles. He explained his manufacturing processes and engraving options to each. All three shops' owners placed a trial order. Within two months, just prior to the holiday season, each shop owner placed an additional order. Harinder was ecstatic!

“I figured business would slow down after that,” Harinder stated, “but in February I was contacted by E Distributors. At that point, I had to make a huge decision about how far I wanted to go with this business.”

E Distributors provided products for school fundraisers in a server state area. Harinder was offered a two-year contract and immediate inclusion in E’s promotional flyer. Harinder accepted the offer and, along with it, the responsibility to produce thousands of wooden pens and pencils.

“I had to get a grip on the magnitude of this project!” Harinder added. “I couldn’t grow out of control. I was already working to capacity.”

Harinder decided to place his major focus on the large contract with E Distributors. However, to avoid placing his total emphasis with one customer, Harinder continued nurturing his four previously established accounts without targeting any additional customers.

“At this point, I had set up an assembly line in a rented building,” Harinder explained. “I had to hire three full-time employees to work the line while I managed the customer orders and purchased materials.” Harinder paused. “But I can’t take the E Distributors project for granted. It might not always be there. I’ll have to have a good alternate plan if that day comes.”

Question :

Discuss Harinders Segmentation, Targeting and Positioning Strategy? In your opinion what alternate marketing plan should Harinder work on?