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Electrolux strategy is customization of market, with special attention to the Northern and Southern India markets, while Godrej the main 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%
- Videocon 13%
- Kelvinator 12%
- Allwyn 10%
- Voltas 5%
- Whirlpool 27%
- Daewoo 1%
- L.G 1%
- Others 1%

Questions:

- (a) What would be the marketing mix for rural market?
(b) Would 125 L and 150 L models be an ideal choice to launch in rural market?

Total No. of Questions: 7

Total No. of Printed Pages:4

Enrollment No.....



Faculty of Management
End Sem (Odd) Examination Dec-2017
MS3CO08 Marketing Management

Programme: BBA

Branch/Specialisation: Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. It includes analysis, planning, implementation and control of programs designed to create, build and maintain beneficial exchanges and relationships with target markets for the purpose of achieving organizational objectives: **1**
(a) Management (b) Marketing Management
(c) Planning (d) Research
- ii. B2B Stands for : **1**
(a) Brand 2 Brand (b) Behaviour 2 Behaviour
(c) Business 2 Business (d) Billing 2 Billing
- iii. Marketing Environment includes: **1**
(a) Micro environment (b) Macro environment
(c) Market (d) Both (a) and (b)
- iv. Dividing a market into distinct groups with distinct needs, characteristics, or behaviour who might require separate products or marketing mixes is called as: **1**
(a) Market segmentation (b) Analysis
(c) Categorizing (d) None of these
- v. Product Life cycle stages not includes: **1**
(a) Introduction (b) Modification
(c) Maturity (d) Decline
- vi. A name, logo, or symbol that evokes in customers a perception of added value for which they will pay a premium price is called **1**
(a) Brands (b) Packaging (c) Symbols (d) None of these

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- vii. The psychological, social and physical behaviour of potential customer as they become aware of evaluation, purchase, consume and tell others about product and services is called as: **1**
 (a) Seller behaviour (b) Producer Behaviour
 (c) Consumer Behaviour (d) All of these
- viii. "A Business Strategy that aims to understand, anticipate and manage the needs of an organization's current and potential customers" is called as: **1**
 (a) Top management policy
 (b) Customer Strategy
 (c) Consumer Behaviour
 (d) Customer Relationship Management
- ix. A "System in which marketing data is formally gathered, stored, analyzed and distributed to managers in accordance with their informational needs on a regular basis." Is called as: **1**
 (a) Distribution channels system
 (b) MIS
 (c) DSS
 (d) Marketing Information system
- x. "The process or set of processes that links the producers, customers, and end users to the marketer through information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Is called as: **1**
 (a) Marketing Mix
 (b) Marketing Research
 (c) Customer relationship Management
 (d) Product Mix

- Q.2 i. Define Marketing Management. **2**
 ii. Define Green Marketing with example. **2**
 iii. Explain any four concepts of Marketing. **4**
 OR iv. Define Marketing. Explain any four functions of Marketing Manager. **4**

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- Q.3 i. Define Market Segmentation. **3**
 ii. Explain any five types of Market segmentation with example. **5**
 OR iii. Write any five differences between Micro and Macro environment. **5**
- Q.4 i. Define Product Mix. **3**
 ii. Explain the process of new product development with example. **5**
 OR iii. What are the factors influencing pricing policy? **5**
- Q.5 i. Define consumer. **3**
 ii. Define consumer behaviour. Explain the factors influencing consumer behaviour. **5**
 OR iii. Define CRM. Write the 4 advantages and 4 disadvantages of CRM. **5**
- Q.6 i. Define Marketing Research. **3**
 ii. Explain the meaning and components of Marketing Information System. **5**
 OR iii. Explain any five types of marketing research available for marketing managers. **5**
- Q.7 **Case Study: 10**
Indian Refrigerator Market:
 India's Refrigerator market estimated at Rs. 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 dealers play an important role in selling; now the system is exchange for 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. Researchers have revealed that urban and city sales are declining and hence all manufacturers are trying to concentrate on rural markets.

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MS3CO08 Marketing Management
Marking Scheme

Q.1	i.	It includes analysis, planning, implementation and control of programs designed to create, build and maintain beneficial exchanges and relationships with target markets for the purpose of achieving organizational objectives: (b) Marketing Management	1	Q.2	i.	Define Marketing Management. (2 marks for Definition)	2
	ii.	B2B Stands for : (c) Business 2 Business	1		ii.	Define Green Marketing with example. (1 marks for definition and 1 mark for example) 1+1=2	2
	iii.	Marketing Environment includes: (d) Both (a) and (b)	1		iii.	Explain any four concepts of Marketing. (1 mark for each concept) 1*4=4	4
	iv.	Dividing a market into distinct groups with distinct needs, characteristics, or behaviour who might require separate products or marketing mixes is called as: (a) Market segmentation	1	OR	iv.	Define Marketing. Explain any four functions of Marketing Manager. (2 mark for definition and 0.5 mark for each functions)2+ 0.5*4=4	4
	v.	Product Life cycle stages not includes: (b) Modification	1	Q.3	i.	Define Market Segmentation. (3 marks for definition)	3
	vi.	A name, logo, or symbol that evokes in customers a perception of added value for which they will pay a premium price is called (a) Brands	1		ii.	Explain any five types of Market segmentation with example. (1 mark for each type of segmentation) 1*5=5	5
	vii.	The psychological, social and physical behaviour of potential customer as they become aware of evaluation, purchase, consume and tell others about product and services is called as: (c) Consumer Behaviour	1	OR	iii.	Write any five differences between Micro and Macro environment. (1 mark for each difference) 1*5=5	5
	viii.	"A Business Strategy that aims to understand, anticipate and manage the needs of an organization's current and potential customers" is called as: (d) Customer Relationship Management	1	Q.4	i.	Define Product Mix. (3 marks for definition)	3
	ix.	A "System in which marketing data is formally gathered, stored, analyzed and distributed to managers in accordance with their informational needs on a regular basis." Is called as: (d) Marketing Information system	1		ii.	Explain the process of new product development with example. (4 marks for each stage and 1 mark for example)	5
	x.	"The process or set of processes that links the producers, customers, and end users to the marketer through information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and	1	OR	iii.	What are the factors influencing pricing policy? (5 marks for factors(5 factors 1 mark each)	5
				Q.5	i.	Define consumer. (3 marks for definition)	3
					ii.	Define consumer behaviour. Explain the factors influencing consumer behaviour. (1 mark for definition and 1 marks for each factor 1+4*1=5)	5
				OR	iii.	Define CRM. Write the 4 advantages and 4 disadvantages of CRM. (1 marks for CRM definition 2 marks for advantages and 2 marks for disadvantages) 1+ 0.5*4+0.5*4=5	5

improve understanding of marketing as a process. Is called as:
(b) Marketing Research

- Q.6 i. Define Marketing Research. **3**
(3 marks for definition)
- ii. Explain the meaning and components of Marketing Information System. **5**
(1 mark for meaning of MkIS and 4 marks for 4 components)
- OR iii. Explain any five types of marketing research available for marketing managers. **5**
(1 mark for each type of research) $1*5=5$
- Q.7 Case Study: **10**
(Each question 5 marks) $2*5=10$
