

least 15 percent within a very short period without any major capital outlay. Ms. Deepika Pradhan the Director of Quality assurance department has expressed her grievances about the old equipments in the testing laboratory. One QA engineer told that there is a huge employee turnover in the quality assurance department. He indicated that the reason might be lack of grievances handling procedures; he further told that Ms. Deepika is a hard core engineer and often over looks HR related issues of the employees of her department. The purchase and materials management department Head look quite satisfied and did not raised any major issue. One trainee in the purchase department told that he observed that the purchase manager is reluctant to switch from the existing vendors and sometimes they end up compromising on quality of material supplied. The Accounts and administration Head Mr. Mundra who is in his 60's indicated that he has been working in this company since he was 15 years. The founder of the company Mr. O.P. Gandhi (Father of CEO) did a charity by giving employment to him in this company because he belongs to the same village where Mr. Gandhi used to live. He calls the promoters by the nick name of 'Bhaiya Ji'. People in the organization told that Mr. Mundra has a say in virtually every affair of all the departments because he pretends to be very loyal and close to the promoter's family. Mr. Pankaj (consultant) noticed that the way of working in the accounts and administration is very conservative and the employees are also not professionally qualified with few employees. The consultant had a word with major distributors from central and north India. The distributors told that they have been associated with the company right from its inception. Some distributors indicated that they started their business of distribution by the motivation and support of Mr. O.P. Gandhi. One distributor Mr. Ramswaroop told that he handed over his business to his two sons who are professionally qualified. The young generation has a different approach of doing the business and they are well updated with the technological changes. They are well informed and want to explore more in order to improve revenues and turn over. They are insisting to get associated with the Japanese company for better response from the market. Mr. Pankaj (Consultant) prepared a report based on his interactions with Employees and Distributors and discussed with the CEO Mr. Praveen bhai. CEO was highly astonished to know about the employee's words and felt that he did not ever come to know about these issues earlier. The consultant was on his toes to know the root cause and address the issue. He wants to have a highly professional approach to address the problem.

Questions for Discussions

- (a) Discuss the nature and characteristics of the problem in this case. **3**
- (b) Explain how the consultant can formulate an effective strategy to cope up with the high degree of ups and downs in the current Marketing environment. **4**
- (c) The feeling of Marketing Head reveals only a perceived insecurity or is there really a threat to their sales and revenues? **3**



Programme: BBA

Enrollment No.....

Faculty of Management
End Sem (Odd) Examination Dec-2018
MS3CO08 Marketing Management

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. 'Produce in bulk and achieve the economies of scale' is an essential feature of - **1**
(a) Product Concept (b) Production Concept
(c) Selling Concept (d) None of these
- ii. 'Marketing Myopia' is a feature of - **1**
(a) Human Eyes (b) Product Concept
(c) Sales Promotion (d) Environment
- iii. One of the criterion for effective market segmentation is- **1**
(a) Measurability (b) Audibility (c) Technology (d) Permeability
- iv. Selecting the most lucrative segment to enter is - **1**
(a) Positioning (b) Segmentation
(c) Repositioning (d) Targeting
- v. Highest revenue and profit is generated in which of the following stage of PLC- **1**
(a) Maturity (b) Growth (c) Immaturity (d) Decline
- vi. Commercialization is one of the stage in- **1**
(a) New Product Development (b) Packaging
(c) Virtual marketing (d) Segmentation
- vii. Buyer's Decision Process starts from- **1**
(a) Need Recognition (b) Information Search
(c) Post Purchase Behaviour (d) None of these
- viii. is one of the stage of New Product adoption. **1**
(a) Laggards (b) Pioneers (c) Sleepers (d) None of these
- ix. Casual Research is used to investigate- **1**
(a) Cause & Solution (b) Cause & Relations
(c) Cause & Effect (d) None of these
- x. 'Survey' Method is used to collect- **1**
(a) Secondary Data (b) Old Data
(c) Primary Data (d) None of these
- Q.2 i. Define the term 'Marketing Management'. **2**
ii. What is 'Green Marketing'? Explain. **2**

- iii. Discuss various Concepts of marketing. 4
- OR iv. What are the roles and functions of a marketing manager? 4
- Q.3 i. Define 'Market Segmentation'. 3
- ii. Discuss various types of segmentation. 5
- OR iii. Elaborate essentials of effective segmentation. 5
- Q.4 i. Briefly explain 'Product Life Cycle'. 3
- ii. Discuss various stages of New product development. 5
- OR iii. Explain with examples the ingredients of 'Promotion Mix'. 5
- Q.5 i. Define CRM. 2
- Attempt any two:
- ii. Explain factors influencing consumer behaviour. 3
- iii. Discuss Consumer decision making process. 3
- iv. What are the advantages and disadvantages of CRM? 3
- Q.6 Attempt any two:
- i. Briefly explain MIS. 4
- ii. Discuss Marketing Research Procedure. 4
- iii. What are the different types of Marketing Research? 4
- Q.7 Case Study: Analyze the case and answer the questions.

The Indian Machine Tool Industry: A Case Study

Mark-Tec Corporation which was established in the year 1994 is a major manufacturer of industrial machineries and tools including CNC machines. Its first manufacturing unit was located in Vadodra. It has a turnover of 120 Cores and employed 375 on roll and equal numbers of off roll employees. The corporation is a market leader with 64% market share at national level. In northern and central India it enjoys around 73% market share. It is operating in a market characterized by few competitors. 8% of its sales revenue is generated from foreign markets. The CNC machines contribute towards 70 % of its overall revenue. These products are technical in nature and have unique applications. It has enjoyed considerable market preference for its machineries. The company has demand and supply ratio of 1.25:1. Usually there have been more orders than what the company could supply. To meet the growing demand the company established another manufacturing unit at Rajkot in the year 2002. In 2012 the scenario changed dramatically. Three competitors with foreign technological collaboration marked their entry in the market. Within a span of six months The Company started facing problems in marketing its products with normal profit margin. Mr. Praveen bhai Gandhi the Managing Director and CEO of the company although anticipated increase in foreign trade in machinery and tools but after Sensing the likely problem, has decided to attend the annual sales meeting.

In the meeting Mr. Devendra the Head of Marketing and sales for the northern region has expressed serious concerns over their current distributors' fascination towards the products of newly entered competitor. This competitor is a Japanese giant known for technologically sound products. This Japanese company has a wide market in Europe and Middle East and enjoying a market share of 40% in these regions. Mr. Ashish Yadav the Head of Sales and Marketing of Mark-Tec Corporation also joins the voice of Mr. Devendra. Mr. Yadav presented data demonstrating a sales drop of 4% in the last quarter of 2012. The entire sales team was expressing discomfort and insecurity regarding future course. After the two days meeting Looking towards the gravity of the problem, Mr. Gandhi called Mr. Prashant Bajpai (VP, Operations) to hire the services of a seasoned consultant to address the problem. Mr. Bajpai hired the services of Mr. Pankaj Kshirsagar a consultant who had similar assignment abroad before coming back to India. Mr. Pankaj has earlier worked with their Japanese competitor as a Head of Marketing and Customer Relationship in Europe. Then later on he had started his own management consultancy in the Scandinavian nations. Mr. Pankaj had a long discussion with the chief executive about the nature of the problem being faced by the company. The chief executive advised him to meet certain distributor of northern and central region and consult various heads of department of his company to have first hand information. However, he accepted that the company up to some degree fails to keep pace with the technological up gradation in the product line. Mr. Kumar got briefings from the heads of all the departments. He asked all heads to submit a brief report identify major problem and issues concerning them. The operations Head emphasized that the company lacked an integrated planning and Marketing Information System. In absence of such system the company can't read the pulse of the market. In his opinion this system is highly required to foresee the opportunities and threats and to take the necessary steps. The marketing Head indicated that he needed central organization to provide sales support and generous budget for demonstration team which could be sent to customers to win business. The marketing manager also emphasized that he needed more technically qualified sales team. The works manager complained about the old machines and equipments used in Manufacturing. Therefore, cost of production was high but without corresponding quality. Competitors have better equipments and machinery. Mark-Tec Corporation never considered replacing and reconditioning its age-old plant. He suggested that the automation is the only answer to this everlasting problem. Mr. Abdul Sarafraz (Head, R&D) shown his discomfort over company's less focus on research and development activities. He stressed on hiring employees having experience and sound track of research. He suggested that we are dealing in technical products and technology is changing very fast and if we do not adapt and upgrade our products then we cannot meet the challenges of modern times. However, one scientific officer indicated on one day that the head did not emphasize on short-term research Projects, which could easily increase production efficiency by at

Marking Scheme
MS3CO08 Marketing Management

Q.1	i. 'Produce in bulk and achieve the economies of scale' is an essential feature of - (b) Production Concept	1
	ii. 'Marketing Myopia' is a feature of - (b) Product Concept	1
	iii. One of the criterion for effective market segmentation is- (a) Measurability	1
	iv. Selecting the most lucrative segment to enter is - (d) Targeting	1
	v. Highest revenue and profit is generated in which of the following stage of PLC- (a) Maturity	1
	vi. Commercialization is one of the stage in- (a) New Product Development	1
	vii. Buyer's Decision Process starts from- (a) Need Recognition	1
	viii. is one of the stage of New Product adoption. (a) Laggards	1
	ix. Casual Research is used to investigate- (c) Cause & Effect	1
	x. 'Survey' Method is used to collect- (c) Primary Data	1
Q.2	i. Definition of 'Marketing Management'.	2
	ii. Definition of 'Green Marketing'	2
	iii. Concepts of marketing at least 4 points 1 mark for each (1 mark *4)	4
OR	iv. Roles and functions of a marketing manager Eight points 0.5 mark each (0.5 mark *8)	4
Q.3	i. Definition of 'Market Segmentation'.	3
	ii. Types of segmentation. Any five types 1 mark for each (1 mark * 5)	5
OR	iii. Essentials of effective segmentation. Any five points 1 mark for each (1 mark * 5)	5

Q.4	i. 'Product Life Cycle'. All stages Traits	1 mark 2 marks	3
	ii. Stages of New product development According to the answer		5
OR	iii. Ingredients of 'Promotion Mix' with example 1 mark for each elaboration	(1 mark *5)	5
Q.5	i. Definition of CRM. Attempt any two:		2
	ii. Factors influencing consumer behaviour 0.5 mark for each point	(0.5 mark * 6)	3
	iii. Consumer decision making process. According to the answer		3
	iv. Advantages and disadvantages of CRM 0.5 mark for each points	(0.5 mark * 6)	3
Q.6	Attempt any two:		
	i. Definition and utility of MIS		4
	ii. Marketing Research Procedure All steps equal marks		4
	iii. Types of Marketing Research All types equal marks		4
Q.7	Case Study: Analyze the case and answer the questions. The Indian Machine Tool Industry: A Case Study		
	(a) Nature of the problem in this case. Characteristics of the problem in this case	1.5 marks 1.5 marks	3
	(b) Effective strategy As per the explanation		4
	(c) As per the explanation		3
