

[4]

New systems of tendering were introduced which made existing supplier relationships, often developed over many years, less important as more and more emphasis in supplier choice was placed on value for money. Scott and his colleagues spotted these trends and decided there was an opportunity for a new competitor in the market. Ten years on, Scott quite rightly could feel a degree of satisfaction in how things had gone. They had moved from being a market nicher, to being a market challenger, and eventually market leader in the short space of ten years. Scott has a forthcoming meeting with his fellow directors in research and development, finance, personnel and production. He is worried that their now established position as market leader is beginning to lead to an air of complacency in the company. It seems to him that new product development has slowed, and there is not as much enthusiasm to secure new business. He is also worried that two more small new companies have entered the market with exceptionally good products and very cost-effective pricing policies. He feels that at the forthcoming meeting he needs to impress upon his fellow directors the fact that history appears to be repeating itself.

**QUESTIONS:**

- (a) What elements of the marketing environment should Bob Scott and his marketing team analyzes and assess with regard to developing future marketing plans? **5**
- (b) How can the company attempt to protect its position as the market leader? **5**

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Total No. of Questions: 7

Total No. of Printed Pages:4

Enrollment No.....



Faculty of Management  
End Sem (Even) Examination May-2018  
MS5CO07 Marketing Management

Programme: MBA

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. According to the four Ps of marketing, logistics services are classified as: **1**  
(a) Place (b) Product (c) Price (d) Promotion
- ii. "Many people want BMW, only few are able to buy". This is an example of: **1**  
(a) Need (b) Want (c) Demand (d) None of these
- iii. Procedure of arranging a product to occupy distinct place in target customers mind is called: **1**  
(a) Market segmentation (b) Targeting  
(c) Differentiation (d) Positioning
- iv. A firm has decided to localize its products and services to meet local market demands. Which one of the following approach is a good approach for this segmentation? **1**  
(a) Geographic (b) Demographic  
(c) Psychographic (d) None of these
- v. Luxury products such as Rolex watches are also known as: **1**  
(a) Shopping product (b) Convenience product  
(c) Emergency product (d) None of these
- vi. Pricing strategy used to set prices of products that must be used with main product is called: **1**  
(a) Optional product pricing (b) Product line pricing  
(c) Competitive pricing (d) Captive product pricing

P.T.O.

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- vii. Which is the feature of direct marketing: **1**  
 (a) One-to-one communication  
 (b) Open dialogue  
 (c) Personal relationship  
 (d) All of these
- viii. Marketing channel that involves no intermediaries to make their products available to the final buyers is classified as: **1**  
 (a) Direct channel (b) Indirect channel  
 (c) Flexible channel (d) Static channel
- ix. A key CRM technique to encourage existing customers to recommend friends or colleagues to purchase is known as: **1**  
 (a) Cross-sell (b) Referral (c) Up-sell (d) Re-activation
- x. Firms that serve small segments not being served by larger firms are known as: **1**  
 (a) Market leaders (b) Market nichers  
 (c) Market followers (d) None of these
- Q.2 i. Define marketing and discuss its importance in today's competitive environment. **3**  
 ii. Discuss the macro factors influencing the marketing environment. **5**  
 OR iii. What is product orientation? Distinguish between selling and marketing orientation. **5**
- Q.3 i. Explain the need and importance of evaluating market segments. **3**  
 ii. What is market segmentation? Discuss demographic and psychographic bases of market segmentation with suitable examples. **5**  
 OR iii. What do you understand by positioning? Discuss the various positioning strategies with examples. **5**
- Q.4 i. Discuss the factors affecting the pricing decisions. **3**  
 ii. What is product-mix? In what ways product classification can be done? **5**  
 OR iii. Explain Product Life Cycle (PLC). Describe the various marketing-mix strategies available to a marketer in the introduction and maturity stage of the PLC. **5**

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- Q.5 i. Explain various functions of distribution channel. **3**  
 ii. What do you mean by Integrated Marketing Communication (IMC)? Explain various promotion-mix elements with suitable examples. **5**  
 OR iii. Discuss the steps in developing effective marketing communication for the target audience. **5**
- Q.6 Write short note on any two: **4**  
 i. Green marketing **4**  
 ii. Market challenger strategies **4**  
 iii. Rural marketing **4**

Q.7 Case Study

**Pathological Investigations Ltd.**

Bob Scott has just received the latest figures from his market research agency regarding last year's overall market position. He is pleased as this is the third year that the company in which he is marketing director, has come out leader in terms of market share. The company, Pathological Investigations Ltd. was formed ten years ago and supplies specialist measuring and testing machinery for use primarily in pathological laboratories. From nothing, the company has grown by overtaking competitors in the market based on innovative new products, aggressive pricing and high levels of after-sales service and technical advice. When the company started, the present incumbents in the market were well established with stable market positions and traditional ways of trading. In fact Bob Scott's competitors had become complacent over the years. Although these competitors were well established and much larger than the new entrant, perhaps because of these characteristics, some of their products and technologies were outdated. For example, they did not include the most recent developments in pharmaceutical measuring and testing machinery from America. Technology had moved on and Scott's company spotted the opportunity of applying this new technology to a new range of products for the industry. In addition to changes in technology, the market had also changed. Government initiatives had forced hospital administrators and purchasing officers to become more effective and efficient in their supplier choice for equipment and consumables.

P.T.O.

**Scheme of Marking**  
**MS5CO07 Marketing Management**

Q.1	i.	According to the four Ps of marketing, logistics services are classified as:	<b>1</b>
		(a) Place	
	ii.	“Many people want BMW, only few are able to buy”. This is an example of:	<b>1</b>
		(c) Demand	
	iii.	Procedure of arranging a product to occupy distinct place in target customers mind is called:	<b>1</b>
		(d) Positioning	
	iv.	A firm has decided to localize its products and services to meet local market demands. Which one of the following approach is a good approach for this segmentation?	<b>1</b>
		(a) Geographic	
	v.	Luxury products such as Rolex watches are also known as:	<b>1</b>
		(a) Shopping product	
	vi.	Pricing strategy used to set prices of products that must be used with main product is called:	<b>1</b>
		(d) Captive product pricing	
	vii.	Which is the feature of direct marketing:	<b>1</b>
		(d) All of these	
	viii.	Marketing channel that involves no intermediaries to make their products available to the final buyers is classified as:	<b>1</b>
		(a) Direct channel	
	ix.	A key CRM technique to encourage existing customers to recommend friends or colleagues to purchase is known as:	<b>1</b>
		(b) Referral	
	x.	Firms that serve small segments not being served by larger firms are known as:	<b>1</b>
		(b) Market nichers	
Q.2	i.	Definition of marketing	= 1 Mark
		Importance of marketing	= 2 Marks
	ii.	Any five Macro factors influencing the marketing environment.	<b>5</b>

OR	iii.	Product orientation	= 1 Mark	<b>5</b>
		Selling orientation	= 2 Marks	
		Marketing orientation	= 2 Marks	
Q.3	i.	Need and importance of market segment	= 3 Marks	<b>3</b>
	ii.	Market segmentation	= 1 Mark	<b>5</b>
		Demographic segmentation example	= 2 Marks	
		Psychographic segmentation example	= 2 Marks	
OR	iii.	Positioning	= 2 Marks	<b>5</b>
		Positioning strategies with examples	= 3 Marks	
Q.4	i.	Factors affecting pricing strategies	= 3 Marks.	<b>3</b>
	ii.	Product-mix	= 2 Marks	<b>5</b>
		Product classification	= 3 Marks	
OR	iii.	Meaning of Product Life Cycle	= 1 Mark	<b>5</b>
		Marketing-mix strategies in the introduction stage of PLC	= 2 Marks	
		Marketing-mix strategies in the maturity stage of PLC	= 2 Marks	
Q.5	i.	Functions of distribution channel	= 3 marks	<b>3</b>
	ii.	Integrated Marketing Communication (IMC)	= 2 marks	<b>5</b>
		Promotion-mix elements with examples	= 3 Marks	
OR	iii.	Steps of effective marketing communication	= 5 Marks	<b>5</b>
Q.6		Write short note on any two:		
	i.	Green marketing		<b>4</b>
	ii.	Market challenger strategies		<b>4</b>
	iii.	Rural marketing		<b>4</b>
Q.7		Case Study		<b>10</b>
		<b>QUESTIONS:</b> 5 Marks each ( 5 * 2 = 10 Marks)		
		(a) What elements of the marketing environment should Bob Scott and his marketing team analyzes and assess with regard to developing future marketing plans?		
		(b) How can the company attempt to protect its position as the market leader?		

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