

Course Title: Marketing Management

Maximum Marks: 100

Course No: PGHRM2C001T

Time Allowed: 3 hours

**SECTION A**

Note: Attempt all the questions. All questions are compulsory. Each carries 1.5 mark. Time allowed for this question is 10 minutes. Answers are to be recorded on the separate sheet available. (Total 15 marks).

I. The buying process starts when the buyer recognizes a \_\_\_\_\_.

- a) Product  
b) An advertisement for the product  
c) Salesperson from a previous visit  
d) Problem or need

II. Maruti Suzuki has recently launched a new Car Baleno , It has resulted in reduction in demand for Swift . It would be termed as.

- a) Line modernization  
b) Brand Extension  
c) Line Extension  
d) Brand Cannibalization

III. When new product launch strategy is combined with high prices and High promotion, it results in

- a) Rapid Skimming  
b) Slow Skimming  
c) Rapid penetration  
d) Slow penetration

IV. Using a successful brand name to introduce additional items in a given product category under the same brand name (such as new flavors, forms, colors, added ingredients, or package sizes) is called a(n):

- a) Line extension.  
b) Brand extension.  
c) Multi branding.  
d) New brands.

V. When a company distributes its products through a channel structure that includes one or more resellers, this is known as \_\_\_\_\_.

- a) Indirect marketing  
b) Direct marketing  
c) Multi-level marketing  
d) Integrated marketing

VI. Which of the following is consumer oriented sales promotion?

- a) POP displays  
b) Coupons  
c) Trade Allowances  
d) Trade Shows

VII. A \_\_\_\_\_ is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels.

- a) Push strategy  
b) Pull strategy  
c) Blocking strategy  
d) Integrated strategy

VIII. If a company's objective were to reach masses of buyers that were geographically dispersed at a low cost per exposure, the company would likely choose which of the following promotion forms?

- a) Advertising  
b) Personal selling  
c) Public relations  
d) Sales promotion

IX. If a firm is practicing \_\_\_\_\_, the firm is training and effectively motivating its customer-contact employees and all of the supporting service people to work as a team to provide customer satisfaction.

- a) Double-up marketing  
b) Interactive marketing  
c) Service marketing  
d) Internal marketing

X. Pricing to cover variable costs and some fixed costs, as in the case of some automobile distributorships that sell below total costs, is typical of which of the following pricing objectives?

- a) Current profit maximization  
b) Product quality leadership  
c) Market share leadership  
d) Survival

## SECTION B

**Note:** This section comprises of 10 (Ten) short-answer questions of **8 (Eight) marks each**, out of which, **attempt any 5 (five) questions at least one question from each unit. (Total 40 Marks)**

### UNIT I

- 1) What is marketing myopia?  
Or
- 2) What do you understand by Value chain process? How it helps to create customer value

### UNIT II

- 3) What are the various stages involved in new product development.  
Or
- 4) Explain the Igor Ansof Matrix?

### UNIT III

- 5) Explain the various pricing strategies that are contemporary in nature.  
Or
- 6) Explain the Hierarchy of Effects model of advertisement

### UNIT IV

- 7) What are possible reason that could result in the conflict among channel members?  
Or
- 8) What do you understand by concept of E-tailing and how is it different from traditional retailing

### UNIT V

- 9) What are the various factors that Influence the consumer behaviour  
Or
- 10) Write a short note on Google Adwords and other online marketing tools. Used in digital marketing

## SECTION C

**Note: Note:** This section comprises of **5 long answer questions. Attempt three questions, Question No. 5 is Compulsory (Case Study). Each question carries fifteen marks. (Total 45 Marks)**

- 1) Several competing philosophies such as the Selling concept, Production concept and Product concept exist. How are these different from one another? How are these different from the marketing concept?
- 2) How does BCG Matrix help companies to efficiently manage their product portfolio? Kindly explain with help of suitable examples.
- 3) Elaborate with the help of suitable examples the concept of Product Life Cycle and how does pricing, promotion and place related strategies varies across different stages of PLC
- 4) What do you understand by Push and Pull promotional strategies. Explain various promotional strategies that help in creating pull and push effect.

**5) Analyze the following case study and answer the questions [Compulsory]**

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 systems 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. 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**

1. Could the refrigerator market be segmented on geographical base planned by Electrolux?
2. What would be the marketing mix for rural market?