

CENTRAL UNIVERSITY OF JAMMU

COURSE TITLE: Essentials of Marketing Management **CREDITS: 04**
COURSE CODE: PGSCM1C002T **MAX MARKS: 100**
DURATION: 03 Hours

Section A

All questions in this section are compulsory. Each carries 1.5 marks.

Define:

- i. Overfull demand
- ii. Deregulation
- iii. Cause Marketing
- iv. Critical success factors
- v. Market opportunity analysis
- vi. Homogeneous preferences
- vii. Selective specialization
- viii. Market Nichers
- ix. Brand Attitude
- x. Psychological risk

Section B

This section consists of a total of 10 questions, 02 from each unit. The candidate is required to answer 05 questions only selecting 01 from each unit. Each question carries 08 marks.

UNIT I

Q2. Discuss various marketing management philosophies and their importance with respect to current corporate scenario.

OR

Explain changing scope of marketing and write your answer in light of some examples.

UNIT II

Q3. Enlighten us with the relevance of analyzing segmentation process.

OR

Define strategic positioning and show how it is implemented.

UNIT III

Q4. Discuss the effect of culture on consumer behaviour.

OR

Write down various determinants of customer delivered value.

UNIT IV

Q5. Discuss the association of all the four components of marketing mix.

OR

Develop a marketing plan model for insurance sector.

UNIT V

Q6. Explain the structure of a matrix organization.

OR

What are various modern trends of marketing control?

SECTION C

This section consists of 05 long answer type questions and the candidate is required to answer any 03 of them. Each question carries 15 marks. Questions based on case study shall be compulsory.

Q7. Discuss in detail environment scanning techniques. Also explain sources of information for environment scanning.

Q8. Explain several bases for segmenting markets. Which bases according to you fits better for a pharmaceutical company.

Q9. Draw out a detailed association between consumer behaviour and consumer buying decision process. Support your answer with a relevant model.

Q10. Explain various broad environment sectors affecting marketing mix.

Q11. (Compulsory)

Marketing and Distribution

Vinod and Jatinder are two innovative youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt

of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Vinod and Jatinder fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotel in Bangalore. Further, the hotel placed orders for supply of 20 kgs every day. Now mushroom industry is run by small entrepreneurs, like Vinod and Jatinder.

Another big player M/s Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market. Vinod and Jatinder have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food.

Questions

- A. How will you advise Vinod and Jatinder, as how to increase the consumer awareness about this new food?
- B. What would be your suggestions for adopting distribution channels for selling mushrooms?