

[Aug-11]

[MPDBA 203/MPDHR 203/CPDCO 203]  
MBA (GEN & HRM) & M.Com. DEGREE EXAMINATION

II YEAR

MARKETING MANAGEMENT

(Effective from the admitted batch 2009-10)

Time: 3 Hours

Max.Marks: 70

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**Instructions:** All parts of the unit must be answered in one place only.  
Figures in the right hand margin indicate marks allotted.  
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**SECTION-A**

1. Answer any **Five** of the following: (5x2=10)
- a) Define marketing
  - b) What is market penetration?
  - c) What is market segmentation?
  - d) Define marketing research
  - e) What do you mean by consumer environment?
  - f) What is advertisement?
  - g) What do you mean cyber marketing?
  - h) State the features of product

**SECTION-B**

Answer all questions: (5x9=45)

2. a) Explain the role of marketing in Indian economic development
- OR**
- b) Explain how you plan marketing-mix for the service industry like education
3. a) Examine critically any one model of consumer behavior
- OR**
- b) Explain the components of Indian consumer environment

4. a) What measures are considered in developing consumer new product? Explain

**OR**

- b) Write note on the factors influencing the design of new product

5. a) Explain the recent trends in marketing communications

**OR**

- b) Discuss various pricing policies with suitable example

6. a) Explain the determinants of an effective sales forecasting

**OR**

- b) Discuss the distribution strategy for fast moving consumer goods

**SECTION-C**

7. Case Study (Compulsory): 15

ABC Group, a manufacture plant of television sets has registered high turnover due to lower price in the industry. The competition is considered while setting the brand price as bench mark. It has been adopted a generic service which being supplemented in appealing the market in promotion of color television sets. Selling products in an enveloped package with more fringe benefits is the fundamental philosophy of it.

On the decrease of sales in 2000, the Group developed a sub-branding strategy in 2005 and since then conducted business on a competitive brand. Brand as a multi-dimensional character differs for consumer segments. Product usage, affordability, ability, social status, after sales-service, etc., are some dimensions of a brand. This will weigh more importance to the consumer segments and their differing needs. However depending on a single brand is not profitable. Hence, sub-branding is a must.

The market has categorized into segments and developed sub-branding for each to meet the target needs. Bazzba which is endorsed by Music Maestro, Rahman targeted the upper segment who desirous of having extra generic for their bed rooms. The

Group has introduced 'Durbar Dough' for the middle class consumers. As result of these measures, the Group sales have raised capturing a better market share. However, the success of sub-branding strategy entirely depends upon the impact of the mother brand, 'peacock'.

The Group has been used this sub-branding aggressively as a marketing strategy for its wide range color television sets. But at the same, it has been losing the market share due to its multi-branding strategy. Now, the Group is racing a tough time managing the inborn differentiation between its sub-brand and the individual needs.

**Questions:**

- a) Do you consider sub-branding strategy has been competing in the television market? Explain
- b) Advise an appropriate branding strategy to the ABC Group

[26,27,32/II Y/211]