

**Department of Marketing and Supply Chain Management**  
**End Term Examination**  
**May 2017**  
**MBA (SCM) Semester-II**

**Course Title: Marketing Management**  
**Course Code: PGSCM2C004T**  
**Time Allotted: 3 hrs.**

**Max. Marks: 100**  
**Min. Marks: 50**

**Section - A**

*This section contains Ten Fill in the Blanks.*

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

- Q.1) USP is known as.....
- Q.2) Marketing mix contains Product, Price, ..... and Place
- Q.3) .....element in marketing mix deals with distribution of product
- Q.4) Macro environment consist of Demographic, ....., Physical, Technological, Political, and Socio-cultural
- Q.5) ..... stage is the first step of buying process
- Q.6) A product ..... is the place it occupies in the mind of consumers relative to competing brands.
- Q.7) Perceived value pricing comes under ..... based approach
- Q.8) Micro environment consist of company, suppliers, market intermediaries, ....., competitors and publics
- Q. 9) Post purchase evaluation is the last stage of .....
- Q.10) ..... is process of dividing larger market into smaller group

**Section - B**

*This section contains Short Answer Type questions.*

*Attempt any five questions selecting one from each unit. Each question carries 8 marks.*

**Unit-I**

- Q. No. 11 What do you meant by marketing? State the importance of marketing.
- Q. No. 12 What is Product? Explain how classification of products is helpful to marketers.

**Unit-II**

- Q. No. 13 What is Pricing? What is the role and importance of price in marketing?
- Q. No. 14 Discuss in brief the various pricing strategies adopted by marketers while making pricing decisions.

### Unit-III

**Q. No. 15** What do you understand by channel of distribution? Describe the reasons of emergence and role of marketing channels.

**Q. No. 16** It is said that always middlemen grow fat at the expense of both producers and consumers. Do you agree with this viewpoint? Give reasons for your answer.

### Unit-IV

**Q. No. 17** Explain the various media of advertising and compare their merits and demerits.

**Q. No. 18** Describe personal selling and also elucidate its importance in marketing.

### Unit-V

**Q. No. 19** What is business marketing? What are its benefits? How is it conducted?

**Q. No. 20** "In today's competitive environment, strategic alliance is a need of every business". Comment

## Section - C

*This section contains Long Answer Type questions.*

*Attempt any Two questions out of Four from Part-I. Each question carries 15 marks.*

### Part-I

**Q. No. 21** You are a member of an advertisement team assembled to develop a promotional campaign for a new running Shoe. Develop three slogans for this campaign, each based on one of the levels in Maslow's need hierarchy

**Q. No. 22** The Marketing-Mix is one of the major concepts in modern marketing. Justify the statement.

**Q. No. 23** How do the stage of Product Life Cycle and Product Positioning affect the pricing decision regarding the product of a company?

**Q. No. 24** Critically elucidate B2B, B2C, B2G marketing concept in present scenario

### Part-II

*Read the Case Study and answer all the questions. Total 15 marks carries for this part.*

#### **Indian Refrigerator Market**

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 system 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 Daewoo 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%

**Q. No. 25** Could the refrigerator market may be segmented on geographical base planned by Electrolux?

**Q. No. 26** What would be the marketing mix for rural market?