



DT-010-003202

Seat No. _____

**Master of Business Administration
(Sem. II) (CBCS) Examination**

April / May – 2015

CCT - 10202 : Marketing Management

Faculty Code : 010

Subject Code : 003202

Time : 3 Hours]

[Total Marks :70

Instruction : All the questions carry equal marks.

Question: 1 Explain the following terms: (Any Seven)

1. Customer Satisfaction
2. Rural Marketing
3. Buyers Behavior
4. Holistic Marketing
5. Production concept
6. Performance Marketing
7. Niche Marketing vs. Individual Marketing
8. Social responsibility of marketing organizations.
9. Physical Evidence.

Question 2 A Why It is necessary for MNC to study the marketing environment in India. Illustrate your answer with example

Question 2 B What do you understand by Channel of Distribution. Explain various level of Distribution Channel.

OR

Question 2 A Explain: Different between goods and services.

Question 2 B Discuss the various stages of new product development process by taking the example of an “Ayurvedic shampoo for dry hair”

Question -3 Discuss in brief the various pricing strategies used by marketers. Suggest suitable pricing strategy for: 1) Mid-sized Passenger Car and 2) Standardized Software packages

OR

Question -3 Company XYZ wishes to launch a new bathing soap which can effectively give freshness and cleanliness and gentle for skin. But the bathing soap market is highly crowded with multiple brands (HUL, ITC, Godrej etc.). Assume you were to evolve a marketing communication (promotion) strategy. Which appeal will you use and why. Draft an AD campaign.

Question -4 A you are the marketing manager of a company. You have to design marketing Mix for the following products. a) Encyclopedia and b) Bicycle

Question -4 B how has the internet (in Particular, the social media) affected marketing? As a result, what are the new trends/ phenomena that you have observed?

OR

Question -4 A “Marketing Research is the key to the success of a company”- Discuss the Process of Marketing Research of any organization of your choice.

Question -4 B “People do not buy products or services – they buy benefits”, is a simple premise that is Central to the understanding of Consumer Behavior. – Evaluate the validity of the statement.

Question -5

“Case Study: Parker- Make your Mark with Parker “

During 1970's-1980's, the Parker Pen company had a presence in more than 150 countries. At the time, their marketing staff wanted to go for international marketing strategy. President of the company gave the opinion that international marketing will not be beneficial for the fun and it will have adverse effect on the growth of fun. The position of the company due to its effect of its Manpow subsidiary company named services. Parker company marketing staff started with low priced pen up to \$3 for global marketing strategy. Global advertising started with campaign “Make your mark with a Parker” which highlights the inexpensive range of Parker pens. But as per the prediction of the president, immediately adverse effect had started. First impact was on production. I.e. of defective products. In addition to that, advertising campaign was quite common which were not much effective to get attention of the market. For this disaster, the president gave his resignation and the British people purchase Parker Pen. In the mid of 1990s, Britisher's framed new global strategy which focused on disposable pens, than inexpensive pen segment. These strategies were effectively run and the company gained handsome profits. They reframed marketing strategies as of quality product suppliers and created a good reputation on global platforms. They focused on quality and not on quantity. They achieved second position in pen market after Japanese companies and provided quality pens.

Questions:

- 1) Why was the president afraid of going global?
- 2) Critically evaluate British strategy and its success.
- 3) Give your expert review of advertising campaign of Parker Pen.