



NAV-010-001401 Seat No. _____

B. B. A. (Sem. IV) (CBCS) Examination

March / April - 2017

401 : Marketing Management - II

(New Course)

Faculty Code : 010

Subject Code : 001401

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

- Instructions :** (1) There are five questions, each of 14 marks.
(2) Attempt all questions.
(3) Figures on the right side indicate marks allocated to each of the questions.

1 What is market promotion ? Discuss elements (tools) of market promotion. 4+10

OR

(a) Objectives of Market Promotion

(b) Factors affecting market promotion decisions 7+7

2 Write a note on types of advertising media. 14

OR

(a) Definitions and characteristics of Personal Selling

(b) Definitions and characteristics of Sales promotion 7+7

3 What is channel of distribution? Discuss various services rendered by the channel members. 4+10

OR

Explain factors affecting channel decisions. 14

4 Explain steps involved in marketing research process. 14

OR

(a) Importance of marketing research

(b) Limitations of marketing research 7+7

- 5 What is a case? How is case study useful in management education and training? 4+10

OR

Case Study : Read the case and answer the questions given at the end of the case. 14

Case : Deshmukh Datta, 60, a successful marketing manager of Jayhind Food Ltd., located in Ahmedabad GIDC Area, who has been with company since inception stage. Before six months, a company has introduced a new product with brand name "Tasty and Healthy." Due to rich nutritional value, delicious taste, and reasonable price compared to similar products of national and multinational companies, the product has been gaining rapid acceptance.

Deshmukh Datta ignored recommendations of Raju Hariharan, a young and dynamic research officer, to change features and qualities of product. Datta denied Raju's recommendations by stating that it was meaningless to change features and qualities of the product when company was leading in the market and sales volume was increasing. Hariharan argued that he recommended on the basis of the market trend, measured in the last month by market survey of 100 customers and 25 dealers. The proposed changes were required as precautions. Marketing manager was not ready to change marketing strategy. Hariharan dropped the idea without further attempt.

After six months, dealers started placing less number of orders of less quantity than previous. When asked, they stated that customers were demanding different features. More substitutes of varied features and superior qualities were available. They were not interested in the existing products. Deshmukh Datta highly shocked to know it. He realized his mistake.

Exercise :

- (1) Why was Deshmukh Datta not ready to change marketing strategy?
 - (2) Why was Mr. Hariharan insisting to modify existing products?
 - (3) Do you think that company would have been succeeded if Deshmukh had accepted suggestions of Hariharan ?
 - (4) Now, suggest possible actions that company can undertake.
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