



HAI-010-001607 Seat No. _____

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

June / July – 2017

607 : Advanced Marketing Management - II

(New Course)

Faculty Code : 010

Subject Code : 001607

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 Define term 'label' and 'labeling.' What are the contents of a label? State its significance. **4+5+5**

OR

1 Differentiate between packing and packaging. Discuss benefits of packing/packaging. **4+10**

2 Discuss : **7+7**

(a) Factors leading to rapid growth of retailing business in India.

(b) Primary idea of major decisions of retail business.

OR

2 What is service? Explain main characteristics of service. **4+10**

3 Explain term 'rural marketing.' Explain major problems associated with rural marketing. **4+10**

OR

- 3 Explain : 7+7
(a) Characteristics of rural marketing.
(b) Role of rural marketing in India.

- 4 Describe main international marketing decisions. 14

OR

- 4 Write notes on : 7+7
(a) Practical problems and challenges in international business
(b) Variables of international marketing environment.

- 5 Read the case and answer the questions : 14

Modern marketer has to be innovative in all marketing operations. Only innovation helps the company protect marketing interest in the age of formidable competition. Peter F. Drucker, a well-known management writer and consultant, says: "Innovation and marketing are the only two functions in business." He believes that innovation drives the company ahead, and he advocates that the customers must be at the core of the business. Ability to plan and implement innovation continuously can give the firm a lifelong competitive edge. A businessman must understand what his consumers want and continue innovating on products and methods to satisfy the needs and wants. If he fails to do so, his company cannot survive. Let us overview some examples.

Hindustan Machine Tools (HMT) v/s Titan: HMT failed to implement customer orientation and suffered due to this. HMT watches ruled the Indian wristwatch market almost single handedly till Titan watches arrived on the horizon. HMT watches were sold at remote corners of the markets in shops that sold all other brands of watches and other products. Today, what is the position of HMT watches? HMT made rugged watches of excellent quality. But question is: Was this type of products the consumers wanted? Titan could successfully sensitised the pulse of the consumers. Titan offered them ornamental type watches, or rather bracelets that would also show time. Obviously, an ornament cannot be sold at a low price. The consumers were happy to pay the

higher price. They were crazy to buy a number of watches to suit their dress, function, or mood. The wafer-thin quartz watches, with a thickness of only 3.3 mm, were the result of over four years of efforts at Titan's R&D centre. Edge was launched in India in early 2002, and attracted a thunderous response from the market. Continuous innovation has remained the core of Titan's marketing strategies. Watches, according to Titan, are fashion accessories and only way to sustain the fashion accessory perception of consumers is innovation - continuously coming out with new collections.

Godrej Consumer Products Limited (GCPL): This FMCG major is known for its innovative efforts. Adi Godrej led Godrej Group's innovative products are/were based on the consumer needs. The spirit of innovation and ability to change entire product categories enable Godrej to survive amidst stiff competitors. After making the first, levered locks in India, Godrej Company invented the most advanced security solutions, remaining a step ahead of the time. Even today, Chotukool and Eon range of refrigerators have redefined cooling. GoodKnight, an advanced mosquito repellents, help millions people sleep well. Cinthol was company's first soap made from vegetable oils. It was the first to launch a hair dye specifically suited for Indian hair. Today, Colour Soft, Nupur, and Expert are some of the most innovative and leading hair colourants in the market. Today Company's business spread across over 60 countries. The company is engaged in delivering products and services in over 30 distinct categories. Constant innovation has helped the company remain in touch with consumers needs and close to the hearts of half a billion people.

Godrej Consumer Products Limited's (GCPL) Business Head India and SAARC Sunil Kataria in a Interview with The Times of India (4th October, 2015) said: "If any company comes with strong innovative products, we have seen that even in the worst of the times, if you are differentiated with innovation, then consumers would still pay for you." His words have many significant implications.

Questions for Discussion :

- (1) In relation to the case, explain role of innovation in modern marketing practices.
 - (2) Only innovative marketing is ultimate solution to survive and grow in a cut-throat competition. Discuss the statement in context to innovative efforts of Titan Company.
 - (3) "Godrej Consumers knows its customers well." Put your comment in relation to the company's efforts to meet customer expectations.
 - (4) Based on the case, suggest any five characteristics of innovative marketer.
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