



PK-010-001607

Seat No. _____

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

July - 2018

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 Discuss advantages and limitations of branding the product. **7+7**

OR

1 (A) Briefly discuss uses of labelling. **7+7**
(B) Significance of after-sales services in modern marketing

2 What is retailing? Discuss primary idea of major decisions of retail business. **4+10**

OR

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

3 Explain major problems relating to rural marketing in India. **14**

OR

3 What is rural marketing? Describe role of rural marketing with reference to India. **4+10**

4 Describe main international marketing decisions. **14**

OR

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4 Define term 'international marketing.' Elaborate practical problems and challenges relevant to international business. 4+10

5 Read the case and answer the questions, given at the end of the case description. 14

Case Studies : Need for Market Survey

Deshmukh Datta, 60, a successful marketing manager in 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, taste, and reasonable price, compared to similar products of nationals and multinationals, the product was gaining rapid acceptance from all over the nation.

Deshmukh Datta ignored recommendations of Hariharan, a young and dynamic research officer, to change features and qualities of products. Deshmuk Datta denied his recommendations stating that it was meaningless to change when company was leading in the market and sales volume was increasing. The company had a strong position in market. Current performance was quite satisfactory. He stated that without internal need of organisation and external pressure of the present market, to make any change in product was foolish act. Hariharan argued that he recommended the changes on the basis of the market trend measured in the last month by the market survey of 200 customers and 25 dealers. The proposed changes were required as precautions. But, Deshmuk Datta was not ready to disturb marketing activities without any current needs. He straightway rejected Hariharn's proposal regarding changes in the product. Hariharan was disappointed. He worried for the future challenges, but was helpless to protect the interest of his company. Finally, Hariharan found no option and agreed with marketing manager. He dropped his idea without further attempts.

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. The company was losing customers. Now, it was too late to meet customers' expectations.

Questions :

- (1) What made Deshmukh to continue products without any change?
- (2) Why was Hariharan insisting to modify existing products?
- (3) Do you think that the company should accept Hariharan's recommendations? Why?
- (4) Now, what is the way out to retain sales? Suggest possible actions that company must undertake to restore and/or increase sales of the product.
