

Roll No.

Total No. of Pages : 02

Total No. of Questions : 15

MBA/MBA(IB) (2015 to 2019) (Sem.-2)

**MARKETING MANAGEMENT**

Subject Code : MBA-204

M.Code : 49099

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTION TO CANDIDATES :**

1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.

**SECTION-A**

Answer the following questions :

1. Differentiate between micro and macro corporate strategic planning.
2. Explain the concept of competitors' analysis.
3. Discuss and differentiate between retailing and wholesaling.
4. Discuss the significance of social marketing.
5. What is meant by consumer adoption process?
6. What is brand equity? How is it achieved?

**SECTION-B**

**UNIT-I**

7. Discuss how is customer value created? Further discuss the role of various marketing strategies in strengthening a company's base.
8. What is meant by Marketing Information System? How does it help in understanding customers and their buying behaviour?

**UNIT-II**

9. Write notes on :
  - a) Services Marketing
  - b) Pricing Strategies
10. Discuss what do you understand by market segmentation and targeting? How does it help a company in increasing its market share?

### UNIT-III

11. Write notes on :
  - a) Promotion mix
  - b) Online marketing
12. Discuss the different types of channels in supply chain management. Explain what is meant by channel design and channel management.

### UNIT-IV

13. Discuss and differentiate between the traditional marketing and marketing in today's digital age with respect to Indian business scenario.
14. Write notes on: a) Viral marketing      b) Global Marketing

### SECTION-C

#### 15. Case Study :

India's Refrigerator market estimated at Rs. 2750 Cr. is catered to by mainly 10 brands. The annual capacity is estimated at around 4.15 million units and is running ahead 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, that too along with many gifts*". A new company by name Electrolux has entered the market which has acquired Allwyn, Kelvinator and Voltas brand. Researchers have revealed that urban and city sales are declining and hence all manufacturers are trying to concentrate on rural markets. Electrolux's 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 :

<b>Godrej</b>	30%
<b>Videocon</b>	13%
<b>Kelvinator</b>	12%
<b>Allwyn</b>	10%
<b>Voltas</b>	5%

<b>Whirlpool</b>	27%
<b>Daewoo</b>	1%
<b>L.G</b>	1%
<b>Others</b>	1%

*Determine :*

- a) Could the refrigerator market be segmented on geographical basis as planned by Electrolux?
- b) What should be the marketing mix for rural markets?

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**