END TERM EXAMINATION
SECOND SEMESTER [MBA] MAY-JUNE 2012

Paper Code: MS106
MS(FM)106
MSP-104

Subject: Marketing Management

Time : 3 Hours
Maximum Marks : 60

Note: Attempt any five questions.

Q1  According to Peter Drucker “Marketing is so basic that it cannot be considered a separate function of the firm... it is a central dimension of the whole business”. Discuss this idea, with particular reference to how this attitude to marketing is displayed by any one of the following firms: (a) Tata Motors  (b) Videocon  (c) Bharti Telecom (10)

Q2  Briefly explain the stages of consumer buying-decision making process giving suitable examples. (10)

Q3  (a) What are the pre-requisites for segmenting a market? (3)
    (b) The world’s cheapest eco-friendly car, Tata Nano, aims to bring the joys of motoring to millions of Indians as did the Volkswagen Beetle for Germany and the Mini for Britain. Says Tata chairman Ratan Tata: “I observed families riding on two-wheelers – the father driving the scooter, his young kid standing in front of him, his wife seated behind him holding a little baby. It led me to wonder whether one could conceive of a safe, affordable, all-weather form of transport for such a family.” However many car users have expressed desire to add Nano to their fleet of cars. What demographic and psychographic features should Tata examine for segmenting the Indian market for their Nano car? (7)

Q4  (a) What factors must be considered in the selection of marketing channels? Illustrate. (5)
    (b) A new firm is designing and making trendy and highly stylish women’s clothing. Should the firm establish a website to sell its products? (5)

Q5  Discuss the major objectives of Sales Promotion. As a marketers of a leading consumer durable company. When do you consider it an appropriate time to organize such promotions and why? (10)

Q6  (a) Discuss the four distinct stages in product life cycle. (4)
    (b) Identify at what stages of their PLC’s are the following products in the Indian market and accordingly suggest suitable strategies for these products:
       (i) Mobile Phones
       (ii) Portable two-in-one stereo systems (6)

Q7  What are the major objectives of product line decisions? List out the merits and demerits that accrue from these decisions. Explain by giving suitable examples. (10)

Q8  Write short notes on any two of the following:-
(a) Impact of Social weblogs on consumer buying behavior.
(b) Rural Marketing
(c) Limitations of Cyber marketing
(d) Price wars

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