

Subjt Code: R16MBA203

MBA - II Semester Regular and Supplementary Examinations, April-2018.
MARKETING MANAGEMENT

Time: 3 hours

Max Marks: 60

Question Paper Consists of Part-A and Part-B.

Answering the question in Part-A is Compulsory & Four Questions should be answered from Part-B

All questions carry equal marks of 12.

PART-A (CASE STUDY)

1 X 12 = 12

1. *Indian Aluminium*, a reputed aluminium company, currently having a turnover of about Rs.900 crore, was set up in 1971 at Kolkatha. The company had set up the foil division in 1986 at Lonawala near Mumbai. The foil division commenced manufacturing of superwrap in 1987. The demand for aluminium foil by the pharmaceutical, cigarette and other industries was what the company initially had in mind when the foil division was setup.

The dision of manufacturing household foil for wrapping food stuff was basically an offshoot of its British partner. Since the British company was already marketing the product abroad, it was dided to do the same in India. The product was packaging in white paper and no advertising was done from 1987 to 1992 during which time it sold just 2,500 rolls per month. The company has always been catering to the needs of institutional buyers. The distributor for the aluminium foils was given the rolls superwrap which he would hand over to retailers or sub distributors to sell as part and parcel of a whole consignment, besides what the distributor's sales persons could sell. The company was the first to lunch the product in India and the target audience at that time was housewives of an income group of Rs 3,000 per month and above. The product was launched in Mumbai alone and its availability extended beyond Mumbai Later.

In 1989, the foils division had requested for money to be allocated for market research but was turned down bause the management didn't think it worth wile. It was only in 1995 (after three proposals were turned down) that the division at last got to go ahead. However, in 1990, another company started manufacturing household foils and the Indian aluminium facing problems as the new company.

QUESTIONS

1. What is the problem in this case?
2. What strategy would you like to suggest to push up the sale of the product in view of the growing competition?

PART B

4X 12 = 48

2. (a) Define Marketing. Discuss the importance of Marketing in an organisation
(b) What do you mean by Marketing Environment? How do you identify the major forces of Macro Environment?
3. (a) Explain the importance of segmentation and targeting in Marketing.
(b) Enumerate the factors influencing consumer behaviour.
4. (a) What do you mean by product? Explain the goals of Product mix
(b) Describe the different stages of Product life cycle with suitable examples.
5. (a) Describe the bases on which firms usually set their pricing.
(b) Discuss the different popular pricing strategies in vogue w.r.t. FMCG products.



6. (a) What is advertising? Discuss its objectives and utility.

(b) Discuss the steps in designing and managing Marketing communications.

7. (a) What is Marketing Control? Explain various types of Marketing Control.

(b) What is Marketing Audit? How can this be conducted for a large textile firm.

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