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Roll No.

Total No. of Pages : 03

Total No. of Questions : 15

MBA / MBA (IB) (Sem.-2) (2012 Batch)

MARKETING MANAGEMENT

Subject Code : MBA-204

Paper ID : [C0249]

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. SECTIONS-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

1. Briefly differentiate between marketing and selling.
2. List factors which influence business buying process.
3. What is Buzz marketing, green marketing and network marketing?
4. Outline strategies for managing sales force in insurance industry.
5. List various sources for idea generation.
6. What is difference between channel management, logistics and supply chain management?

SECTION-B**UNIT-I**

7. Discuss the marketing planning process. Illustrate with examples the effect of liberalization and Globalization on Marketing planning process.

OR

8. What are the environmental variables influencing the industry? Discuss the role of MIS in helping scan, analyse and predict the industry environment.

UNIT-II

9. What is STP? Discuss the STP strategies adopted by ICICI Prudential.

OR

10. What do you mean by the term Product Life Cycle? Discuss the stages of PLC. Find out in which stage of PLC is India, and suggest suitable marketing strategies.

- a) Tooth Powder
- b) Micro-wave Ovens
- c) Bicycles
- d) VCRs.

UNIT-III

11. What are principal functions of a distribution system? Discuss the types of channels with examples.

OR

12. Choose any one of the following of Sectors :

- a) Bank
- b) Automobile
- c) FMCG

Critically examine promo mix of atleast four of the above chosen. What factors influence the promo mix?

UNIT-IV

13. What is online E-commerce? How has technology changed competition? Discuss various strategies of entering the market.

OR

14. Write short notes on the following :

- a) CRM as a tool for customer loyalty and retention
- b) Social marketing

SECTION-C**CASE STUDY**

15. Reliable Tool Company is a manufacturer of hubs and axles for the trailer and heavy truck industry. Though the customer base is small, monthly sales at Reliable are approximately \$1 million. "You might say we have all of our eggs in one basket," says owner A. Bajaj. Reliable Tool has captured "a small piece of the pie" but is the sole supplier of hub and axle components to its customers; therefore, it is critical that a competent sales force be maintained in order to nurture those few but large accounts. Ninety-five percent of Reliable's customers are located in Gujarat. Travel time to all customers is short but, given the nature of the industry, time spent with each customer is essential.

Design a promo mix for Reliable Tool Company. Which Promo tool should it concentrate on and why? Design a salesforce structure and motivation plan for Reliable Tool Company.