

Code: 14E00103

MBA I Semester Supplementary Examinations December/January 2017/2018

MARKETING MANAGEMENT

(For students admitted in 2014, 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

SECTION – A

(Answer the following: (05 X 10 = 50 Marks))

1 Explain core concepts of marketing.

OR

2 Discuss different steps in marketing process.

3 Explain qualities of marketing manager.

OR

4 What are the bases for segmenting consumer market?

5 Explain new product development. Describe its different stages of development process.

OR

6 Describe the role and factors of distribution channel.

7 What are the major objectives of pricing decisions? Explain the price setting methods.

OR

8 Explain the 5 Ms of advertising management process.

9 Describe positive and negative aspects of advertising.

OR

10 What are the factors that are responsible to boom rural marketing in India?

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

The case discusses the rural marketing initiatives of Hero Honda Motors Limited (Hero Honda), a leading two wheeler company in India. Hero Honda, which was the result of a joint venture between Japan-based Honda Motor Company Limited (HMCL) and the India-based Hero Group, began its operations in 1984. In late 2007, Hero Honda started putting emphasis on the rural markets. In December 2007, the company started a separate 'rural vertical'. To strengthen its network in rural areas, the company started sales, servicing and spare part outlets in several small towns and villages across the country. The company recruited local people as sales executives and trained them to market its products to rural consumers.

In the fiscal year 2008-09, the sales of Hero Honda from the rural market amounted to 40 percent of the total sales compared to 35 percent during the fiscal year 2007-08. The case details the rural marketing strategies of Hero Honda and examines the potential of Indian rural market for two wheelers.

Questions:

- Discuss the growth strategies of Hero Honda over the years.
- Analyze the rural marketing strategy of Hero Honda.
- Examine the challenges faced by Hero Honda in the rural markets.
- Study the potential of Indian rural market for two wheelers.