

Code: 14E00103

MBA I Semester Supplementary Examinations June/July 2017

**MARKETING MANAGEMENT**

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

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

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**SECTION - A**

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

- 1 Define marketing environment. Explain PESTILE analysis.  
**OR**
- 2 Write short notes on:  
(a) Consumer behavior.  
(b) Consumer discussion making process.
- 3 Explain the term market segmentation, what are the bases for segmenting consumer market.  
**OR**
- 4 Describe the sequential stages of product development and explain the process of product life cycle.
- 5 Define product branding. What are the branding strategies which used in brand decision making process?  
**OR**
- 6 What is managing services? Explain its functions.
- 7 Discuss advertising and sales promotions.  
**OR**
- 8 Explain the term "managing the sales force".
- 9 Describe the classification of retailer, explain its functionalities briefly.  
**OR**
- 10 Define marketing control and marketing control process.

**SECTION - B**

(Compulsory Question)

01 X 10 = 10 Marks

**11 Case study:**

In June 2002, the employees of Hindustan Lever Ltd. (HLL), a subsidiary of the fast moving consumer goods (FMCG) major unilever and India's leading FMCG company literally took to streets. The company was undertaking a promotional exercise in the rural areas of three states - Madhya Pradesh (MP), Bihar and Orissa for its utensil-cleansing bar, 'Vim'. A part of HLL's ongoing television (TV) campaign, 'Vim Khar Challenge', the promotion drive involved company officials to visit rural towns and demonstrate how vessels are cleaned with Vim. Commenting on this, Sanjay Bhel, HLL's marketing manager, said, "for the purpose, we are educating the rural masses on the on-going 'Vim Khar Challenge' TV commercial by conducting live demonstrations about vessel cleaning.

Our aim is to tap the growth rate of the Rs.4 billion scouring bar market-although it has been growing at a rate of 15% per annum, since last year it has been decelerating. This exercise was just one of the numerous marketing drives undertaken by HLL over the decades to increase its penetration in the Indian rural markets.

The company had, in fact, earned the distinction of becoming one of the few Indian companies that had tapped the country's vast rural population so extensively. It was therefore not mere coincidence that around 50% of its turnover came from rural markets.

With the penetration of their product reaching saturation levels in many urban markets, FMCG companies had to turn towards rural areas in order to sustain revenue growth and profitability. Since the disposable income in the hands of rural people had been increasing in the late-1990s and the early 21<sup>st</sup> century, it made sense for companies to focus their energies on this segment.

**Questions:**

- (a) What is the strategy formed by Sanjay Bhel? On what basis it was targeted in rural population.
- (b) Why a (TV) campaign promoted as 'Vim Khar Challenge' which group they targeted.
- (c) On what basis the product introduce in three states.
- (d) Why Mr.Sanjy Bhel, decided to focus in a different audience.
- (e) Discuss about product marketing and how product was market segmented.