

Subject Code: MB1334/R13

M B A - III Semester Regular Examinations, Jan/Feb - 2015

PROMOTION AND DISTRIBUTION MANAGEMENT

Time: 3 hours

Max Marks: 60

Answer any FIVE of the following

All questions carry equal marks. Q.No.8 is compulsory

- 1) What are the objectives of sales promotion? Explain the methods of sales promotion.
- 2) Write a short notes on:
 - a) Industrial Advertising
 - b) Consumer Advertising
- 3) Examine the factors to be considered while selecting an advertising agency. How advertisement agencies are remunerated?
- 4) Discuss in detail the difficulties in setting an advertising budget?
- 5) What are the essential requirements for retailer? Discuss in detail.
- 6) Discuss the concept and significance of physical distribution.
- 7) Define advertising and explain role of advertisement in marketing mix.
- 8) **Case Study:**

A Public company was started in January 2007 in the Eastern India. In 2010, the Directors decided to enter the fruit canning industry since there was lot of demand in foreign and domestic markets, for good quality canned foods. The Company's products were branded with the name 'Sweety'. The Products were mango pulp and mango juice, jams etc. The management of the company has not been fully satisfied with sales figures.

Question.

Suggest a suitable advertising campaign to enhance the sales of its products.

Subject Code: MB934/R09

M B A - III Semester Supplementary Examinations, Jan/Feb - 2015

SERVICE MARKETING

Time: 3 hours

Max Marks: 60

Answer any **FIVE** of the following

All questions carry equal marks. **Q.No.8 is compulsory**

1. Define services marketing and explain classification of services.
2. Discuss about the strategic responses to the intangibility of service performance.
3. Write in detail about the process of market segmentation.
4. How do you design and manage the positioning a service in the market?
5. Enumerate with graphs the relationship between pricing and demand.
6. Describe in detail about the physical evidence of the service space.
7. What are the special problems of service Communication mix? Explain.

8. Case Study:

While the vast majority of other food franchise has remained in the traditional management by focusing on more advertising, more promotions, more new products, and more new locations, Taco Bell has been focusing on the customer. Taco Bell believes that the company should be organised to support what the customer truly values.... the food and the service delivery system.

Unlike other food franchise, Taco Bell has shifted its operation from manufacturing to assembly. Backroom tasks such as cleaning heads of lettuce, slicing tomatoes, shredding cheese, and making taco shells has been outsourced to other operations. As a result, labour's primary focus is now on serving customers as opposed to preparing food. In contrast, much of the remainder of the industry is expanding its on-site food manufacturing operations by offering products such as freshly baked biscuits and pizzas. Firms pursuing this strategy have complicated their operations and have placed their emphasis on production as opposed to service delivery.

Other changes within Taco Bell's operations have included a total revamping of the firm's managerial hierarchy. This change has translated into managers who coach and counsel rather than direct and control. In addition, a renewed emphasis on selecting and training public contact personal has also occurred. An investment in advanced technology has also helped move Taco Bell and its employees to the forefront. Unlike other companies that utilize technology to monitor, control, and some times replace their employees. Taco Bell provides technology to employees as a resource to assist them in their duties.

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Taco Bell has also recognized the importance of employee morale and loyalty to customer perceptions of service quality. To enhance employee morale, Taco Bell offers front-line employees higher than average wages compared with those throughout the rest of the industry. Moreover, because of a generous bonus system, managers are able to make 225% more than their competitive counterparts. Such actions have not only improved employee morale but have also resulted in lower employee turnover rates and an improved calibre of recruits.

Taco Bell's training efforts are also unique. Managers are encouraged to spend half their time on developing employees in areas such as communication, empowerment, and performance management. As a result, the majority of Taco Bell employees now feel they have more freedom, more authority to make decisions, and more responsibility for their own actions.

Overall, the consequences of Taco Bell's restructuring efforts to improve its service delivery system have been overwhelmingly positive. In times of stagnant market growth for the rest of the industry, sales growth at company-owned Taco Bell has exceeded 60, and profits have increased by more than 25% per year. In comparison, Mc Donald's U.S. franchise has increased their profitability during this same period at a rate of 6%. What makes the 255 increase in profits even more amazing is that Taco Bell has decreased the price on most menu items by 25%. Strategies such as these have led to value oriented perceptions of Taco Bell that surpass competitive offerings.

Questions:

- a). In order to provide seamless service, service firms must balance the needs of their operations, marketing, and human resource departments. Discuss how improvements at Taco Bell have been shared by these three departments.
- b). How do the actions taken by Taco Bell relate to the various components of the service profit chain?
