

PG Even Semester (CBCS) Exam., April—2019

BUSINESS ADMINISTRATION

(2nd Semester)

Course No. : MBACC-209

(Marketing Management)

Full Marks : 70

Pass Marks : 28

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

Answer **all** the questions

- 1.** Define marketing concept. Explain how marketing practices have developed over 21st century. 6+8=14

OR

- 2.** Briefly explain the core concepts of marketing. Highlight the differences between production and selling concept. 8+6=14

- 3.** (a) Describe the stages of the environmental scanning process. 8
(b) What is product portfolio analysis and why is it useful? 3+3=6

OR

- 4.** (a) Explain the components of micro-environment. 10
(b) Briefly discuss the concept of marketing audit. 4

- 5.** Maruti Suzuki arrived in the Indian car market with its first small car M 800 in 1984 with a very affordable price tag of ₹ 54,000. In the first year of its production, Maruti 800 sold 850 units. Back then the passenger vehicle market stood at about 40,000 units. Maruti 800 had no looking back for years. Its sales continued to grow over the years as the brand cultivated reputation for its reliability, fuel economy, service and handling. Maruti introduced a new Maruti 800 variant in 1986 to cater to changing customer needs and expectations. Maruti 800 enjoyed the status of being the largest selling car in the Indian market year after year. Post-liberalization of the Indian economy, new car players such as Hyundai, GM, Ford, Tata and Fiat made a foray into the market. Maruti itself launched 'Alto' with an 800 cc engine in 2000. Alto 800 cc was very competitively priced below

₹ 2.5 lakh. Therefore Alto began to cannibalize the sales of Maruti 800 and began to replace it quickly. By 2004, Alto's sale figures zoomed past that of Maruti 800. Many dealers had the opinion that the launch of stripped down basic variant of Alto led to the demise of Maruti 800 as entry level car.

Questions :

- (a) Why would a company like Maruti kill its own brand? Could Maruti have updated Maruti 800 instead of creating a new sub-brand after undertaking huge investment cost in its development and marketing? 3+4=7
- (b) What theories of product development and life cycle appear to be at work in the case of Maruti 800? 7

6. Differentiate between market skimming and market penetration pricing. In which situations are these strategies suitable? 8+6=14

OR

7. (a) Discuss the important functions performed by distribution channels. 7
- (b) What are the factors that need to be taken into consideration while selecting a distribution channel? 7

8. Future Group's Big Bazaar chain of supermarkets has been successfully using the pull-based marketing communication strategy to its advantage, contributing significantly to the growth of the group. Big Bazaar, has successfully used promotional campaigns such as 'Sabse saste 3 din'. Big Bazaar has subsequently run such campaigns for four, five and six days during pre-celebration seasons such as the time around Republic Day, Independence Day, Diwali and so on. Such campaigns combined have led to Future Group's unprecedented growth. The group owes their position of market leader to offering quality products at very low prices.

Questions :

- (a) Do you think Future Group has managed to fulfil all the goals of the pull strategy with these campaigns? 8
- (b) At present Future Group uses TV and newspaper advertisements to publicize their campaigns. Suggest ways in which they can use direct marketing for promotion. 6
