

PG Even Semester (CBCS) Exam., April—2018

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** questions

1. (a) Define the marketing concept. How does it differ from the selling concept? 4+3=7
- (b) Kodak became a pioneer in the field of photography, cameras and films. The company's iconic brand was built through a combination of quality products and services, strong visuals like the 'K' logo and memorable advertising and Public Relation Campaigns.

But Kodak suffered from Marketing Myopia. The digital camera was invented at Kodak in 1975. Instead of marketing the new technology, the company kept it under wraps for fear of hurting its lucrative film business. Kodak had the myopic view that the company was in the film business rather than the story-telling business. Companies like Sony and Canon took a proactive and aggressive approach to marketing digital cameras and when Kodak decided to get in the game it was too late. The company saw revenues and market share decline as digital imaging became the dominant technology.

Questions :

- (i) Explain the concept of marketing myopia in the light of the above case.
 - (ii) How does product orientation degenerate into marketing myopia? 4+3=7
2. (a) Describe the key characteristics associated with the marketing environment. 7
 - (b) Explain the environmental scanning process. 7

(3)

3. India's refrigerator market estimated as ₹ 2750 Cr is catered mainly by 10 brands. The annual capacity estimated at around 4.15 million units is running ahead of demand of 1.5 millions. As there is a demand and a surplus supply, all the manufacturers are trying out for new strategies in the market.

Time has changed and also the buying behaviour of the customer. Earlier it was cash and carry system. Now dealers play an important role in selling; now the system is to exchange new for old "bring your old refrigerator and take a new one with many gifts".

A new company by name Electrolux has entered the market which has acquired Allwyn, Kelvinator and Voltas Brand. Researches have revealed that urban and city sales of refrigerators are declining and hence all manufacturers are trying to concentrate on rural markets.

Electrolux strategy is customisation of market, with special attention to the Northern and Southern India markets, while Godrej the main player thinks that dealer network in rural market for sales and service will be beneficial and is trying to give more emphasis on dealer network, whereas

(4)

Whirlpool has adapted the strategy of increasing the dealer network by 30%.

Questions :

- (a) Could the refrigerator market be segmented on geographical basis planned by Electrolux?
- (b) What would be the marketing mix for rural market?
- (c) Would 125 litre and 150 litre models be the ideal choices for launching in the rural markets? 5+5+4=14

OR

4. People have worn shoes through much of human history, but organised shoe manufacturing is a relatively young industry in most countries. In India, the credit for this achievement undoubtedly goes to 'Bata'. 'Bata' is a decade old company. Once very popular, the brand began to appear as aged and old-fashioned with the passage of time. To counter this perception, the company had undergone the product line modernization to re-establish itself as a modern young company.

Discuss the strategic decisions involved in product mix evaluation keeping in view the case of 'Bata'.

(5)

5. (a) Explain the factors that affect pricing of a new product. How is new product pricing different from the pricing of an existing product? 5+2=7
- (b) One of the notable price wars was observed between two leading FMCG companies, Hindustan Unilever Limited (HUL) and Proctor & Gamble (P&G). Responding to the price cuts initiated by P&G on its detergents Ariel and Tide, HUL reduced the prices of its detergents Surf Excel and Surf Excel Blue. The price cut by P&G compelled HUL to respond as the products (detergents in this case) were substitutes. Due to lack of product differentiation, a non-reaction on part of HUL would have led P&G to lure customers and HUL's market share.
- In view of the above, discuss the competitor-related pricing approaches. 7

OR

6. (a) Discuss the different types of intermediaries and their roles in the distribution channel. 7
- (b) Explain the various reasons for channel conflict. 7

(6)

7. Discuss the concept of marketing communication mix. Critically evaluate each of the communication tools in the mix. 6+8=14

OR

8. (a) Define sustainable marketing. 6
- (b) What role does ethics in marketing play in the marketing decision-making process? 8
