

PG Even Semester (CBCS) Exam., April—2017

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*

1. Define marketing concept. Explain how marketing has developed over the 21st Century. 4+10=14

**OR**

2. "The single-minded practise of the marketing concept can lead to socially undesirable outcomes."  
Discuss the above statement in the light of societal marketing concept. 14

3. Arvind Mills, the flagship company of the Lalbhai Group, is one of the India's leading composite manufacturer of textiles. Its own brand, Flying Machine, India's first denim brand, was started in 1980. Around 2005, the management had to face the challenge of changing consumer behaviour and think about tactics for survival.

The brand Flying Machine lost its way between 1995 and 2005 under the onslaught of international brands. That is when the brand had to take a call on what to do. Research showed that the equity of the brand was very much intact and consumers related favourably to the brand. So the company decided to relaunch the brand, focussing on youth in the age-group of 18 to 22.

To support this position, the company took on an Italian designer to develop cutting-edge youth-oriented products and also changed the retail identity with a London-based design firm. This combined with advertising in which Abhishek Bachchan was the brand ambassador, helped to reestablish the brand within two years.

To further enhance the emotional connect, based on the insight that today's youth would like to find their own space and also create their own space, the company

launched the 'Find Your Own Stage' campaign, both in the mass media as well as in social media networks. This did wonders for the brand, as the company could clearly establish Flying Machine as the brand that India's youth could relate to, and this also showed in the sales touching a turnover of ₹ 10 m within four years of the relaunch.

*Question :*

How do you think Arvind Mills should keep abreast of the changes in consumer buying behaviour (social class, lifestyle or life cycle) so that they are able to quickly adapt and take prompt decisions to achieve their objectives?

14

4. "A company can make the products available to the customer directly or indirectly."

Discuss in the light of the above statement, the various channels that can be opted for by a marketer.

14

**OR**

5. Explain the factors that affect pricing of a new product. How is new product-pricing different from pricing of an existing product?

10+4=14

6. Future Group's Big Bazaar chain of supermarkets has been successfully using the pull-based communications strategy to its advantage, contributing significantly to the growth of the group. The group owes their position of market leader to offering quality products at very low prices. In addition, the group executes extensive campaigns directed at their internal and external customers. Not only have they devised their offerings keeping in mind the price sensitive customer base, but also have ensured that the company restricts their costs to a bare minimum.

While reaching out to customers, Big Bazaar has successfully used promotional campaign such as 'Sabse Sasta 3 din'. These campaigns, featuring rock bottom prices, best possible discounts and mega offers, have induced a huge number of footfalls in their stores. The strategy initiated with the help of this slogan in January 2006 has worked wonders for Big Bazaar. Big Bazaar has subsequently run such campaigns for four, five and six days during pre-celebration seasons. Such as the time around Republic Day, Diwali, etc.

Such campaigns combined have led to Future Group's unprecedented growth. The group recorded more than 25% profit in 2008 even as global recession was on and further expanded their business during the next 3-4 years considerably.

Questions :

- (a) Do you think Future Group has managed to fulfil all the goals of the 'pull strategy' with these campaigns?
- (b) At present the retailer use TV and newspaper ads to publicize their campaigns. Suggest ways in which it can use direct marketing for promotions. 7+7=14

7. Throw light on the main components of a firm's macromarketing environment. Discuss in this context the impact of environment on marketing decisions. 8+6=14

**OR**

8. Write notes on any *four* of the following : 3½×4=14

- (a) Micromarketing environment
- (b) Competitor analysis
- (c) Marketing myopia
- (d) Market targeting and positioning
- (e) Product life cycle

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