

**MARKETING MANAGEMENT**

(For students admitted in 2014, 2015 & 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 the term market. Explain the factors which influence the marketing environment in detail.
- OR**
- 2 “Various approaches to study consumer behaviour are more opt today” – why and explain it.
- OR**
- 3 Describe various marketing strategies adopted in launching and promoting the product in MNCs with one example.
- OR**
- 4 Explain the various stages in product life cycle with advantages.
- OR**
- 5 As a young manager, how can you motivate and train your sales force in your organization – Briefly explain various managing marketing channels.
- OR**
- 6 What are the different product lines and approaches in managing the services?
- OR**
- 7 What are the precautions to be taken while taking pricing decisions and also brief out various methods of pricing?
- OR**
- 8 What do you mean by sales force management? Discuss the selection process of sales force.
- OR**
- 9 How do you organize, evaluate and control the marketing activities in marketing fast moving consumer goods?
- OR**
- 10 What do you mean by retailing? Discuss various trends and importance of retailing.

**SECTION – B**

(Compulsory Question)

01 X 10 = 10 Marks

**11 Case study:**

The September 2005 issues of vogue magazine contained eight pages of advertisements from the world' largest retailer, Wal-Mart. The other 792 pages contained advertisements from Ralph Lauren, the gap, saks fifth avenue, Dior, estee lauder, Gucci, Lancôme, st.John, Louis vuitton, bill blass, yves saint Laurent, 1'oreal, guess, Michael kors, david yurman, Clinique, marc Jacobs, Burberry, Calvin Klein, manolo blahnik, donna karan, Paul Mitchell, Vera Wang and jimmy choo, to name just a portion of the brands in this fall issue.

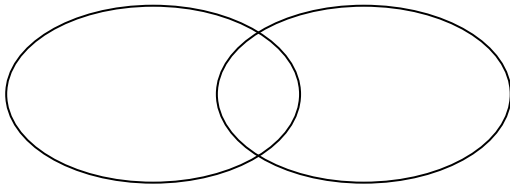
The ads from wal-mart feature real customers including a martial artist, a musical, a mom, students, a cake decorator, a professor of art, and a fundraiser. Each woman is shown with a 'her style' profile, locating her wal-mart and indicating what she is wearing in the photograph from wal-mart and from her own closet. These ads are a departure from the smiley-faced, low-price-focused messages seen from Wal-Mart in the past.

Contd. in page 2

Do Wal-Mart ads belong in vogue magazine? To help answer this question, complete the diagram in exhibit 1.0 by describing the characteristics and attributes of the wal-mart shopper and the vogue magazine reader. Use the following segmentation based to complete this exercise:

Exhibit 1.0 overlap of Wal-Mart and Vogue target markets

Wal-Mart                  Vogue Reader



|                  |  |
|------------------|--|
| Demographic:     | Gender, age, race, life stage, birth era, family size, marital status. |
| Geographic:      | Region, city, climate, metropolitan area, density.                     |
| Psychographic:   | Personality, values, life style activities, opinions.                  |
| Socioeconomic:   | Income, education, occupation.   |
| Benefits sought: | To meet customer's desires.  |
| Usage rate:      | Purchase behavior, brand loyalty.                                      |

**Questions:**

- (a) Is there an overlap in these two consumer segments?
- (b) Can Wal-Mart change its image and appeal to an upscale shopper, or should it stick to loyal, cash-strapped customers?
- (c) Would you recommend that Wal-Mart purchase additional pages in vogue magazine this year? Explain your rationale.

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