

SECOND SEMESTER M.B.A. DEGREE EXAMINATION, MAY/JUNE 2019

(CUCSS)

M.B.A.

BUS 2C 10—MARKETING MANAGEMENT

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

*Answer the following questions.
Each question carries 1 weightage.*

1. Define Marketing concept.
2. What is trading up and trading down ?
3. Define PESTEL analysis.
4. What are the objectives of sales promotion ?
5. What do you mean by promotional pricing ?
6. Define Green Marketing.

(6 × 1 = 6 weightage)

Part B

*Answer any four of the following.
Each question carries 3 weightage.*

7. What is STP ? Explain.
8. Explain the concept of 'New product development'.
9. Why new product fails ?
10. Explain the functions of wholesalers.
11. Packaging act like a salesman. Do you agree with the statement ? Justify your answer.
12. Explain the marketing segmentation strategies.

(4 × 3 = 12 weightage)

Turn over

Part C

*Answer any three of the following.
Each question carries 4 weightage.*

13. Enumerate the stages of product life cycle.
14. Explain in brief the five stages in the buying decision process.
15. Explain the types of 'Marketing Research'.
16. Differentiate product marketing and service marketing.
17. Explain the marketing control techniques.

(3 × 4 = 12 weightage)

Part D

*Answer the following questions compulsory.
6 weightage.*

Indian Refrigerator Market

Indian's Refrigerator market estimated at Rs. 2,750 Cr is catered mainly by 10 brands. The annual capacity is estimated at around 4.15 million units is running head of demand of 1.5 million. As there is a demand and a surplus supply, all the manufacturers are trying out for new strategies in the market.

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

A company by name Electrolux entered the market which has acquired Allwyn, Kelvinator and Voltas brands.

Researchers have revealed the urban city and city sales are declining and hence all manufacturers are trying to concentrate on rural markets. Electrolux strategy is customization, 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 services will be beneficial and is trying to give more emphasis on dealer network, whereas Whirlpool has adopted the strategy of increasing the dealer network by 30%. The market shares of the major players are as follows :

Godrej - 30%	Allwyn - 10%	Daewoo - 1 %
Videocon - 13%	Voltas - 5%	LG - 1 %
Kelvinator - 12%	Whirlpool - 27%	Others - 1 %

18. Questions :

- (a) What would be the marketing mix for rural market ?
- (b) Could the refrigerator market be segmented on geographical base planned by Electrolux ?
- (c) What could be the target market strategies chosen by refrigerator companies ?

(6 weightage)