

CODE: 17CE00203

MBA I Year II Semester (R17) Regular Examinations, June - 2018

MARKETING MANAGEMENT

Time : 3 hours

Max Marks : 60

PART-A

Answer all **five** units (05 × 10 = 50 Marks)

UNIT-I

1. There are competing marketing philosophies that strongly influence the role of marketing and marketing activities within an organization. Discuss these marketing philosophies in detail.

OR

2. Your company has decided to launch toothpaste in personal care segment in Andhra Pradesh next month. Suggest the bases for segmentation for toothpaste? Justify your answer.

UNIT-II

3. Discuss various stages of PLC and identify at what stage of PLC is the following product in the Indian market and accordingly suggest suitable strategies for the product: Mobile Phone.

OR

4. Define the term 'Product'. Explain the 'Product Levels' with relevant examples.

UNIT-III

5. What are the decisions related to channel design? Explain.

OR

6. 'Sales promotions are conceived with certain objectives in mind of marketer'. Support your answer by explaining different types of sales promotion tools used by the marketers.

UNIT-IV

7. "Industrial goods' buying is a very complex process". Analyze the statement with respect to industrial buying process and highlight the importance of buying centre.

OR

8. What's the difference between "Diffusion" and "Adoption" of innovation? Discuss the concept of 'Diffusion of innovation'.

UNIT-V

9. "For the rural marketer, communication with the rural consumers and channel members is an absolute necessity". Discuss the significance of usage of symbols and pictures, colour and music in rural marketing communication with respect to the given statement. Suggest few unconventional promotional strategies relevant to the rural markets.

OR

10. "With the threat of global warming looming large, it is extremely important that green marketing becomes the norm rather than an exception or just a fad". Analyze the statement by quoting examples of green marketing initiatives taken by organizations.

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PART-B

Compulsory Question. (01 × 10 = 10 Marks)

11. Case Study:

Baba Ramdev, the face of Patanjali, a company whose market share has been steadily growing, announced future plans of the company. It is a decade-old brand that currently manufactures more than 500 fast-moving consumer goods (FMCG) products and has now announced plans of producing clothes and shoes.

Swadeshi, a Hindi word that gained social significance during India's struggle for freedom from the British Raj, was best epitomised by Gandhi's appeal to the nation to banish British goods and instead turn to home-grown products. Fast forward to today, Ramdev is cashing in on the sentiment of India-made goods for Indians; with the proposed swadeshi jeans supposed to cater to Indian tastes. Bringing back the debate on what is swadeshi and what isn't, Ramdev asserted that these jeans would be in line with the "Indian culture and tradition".

"Jeans is a westernized concept and there are two things that we can do with westernized concept. Either boycott them or adopt them but customize them to suit our traditions. Jeans have become so popular that they cannot be taken away from Indian society. Swadeshi Jeans will be Indianized jeans in style, design and fabric," Balakrishna said."

Ramdev said, "Swadeshi jeans will be launched by the end of the year or early next year. There was a great demand from the youth and, therefore, Patanjali decided to launch Indianised jeans to compete with foreign brands."

"Our jeans for women will be loose so that they comply with Indian cultural norms and are also comfortable for them. Indian families will find our swadeshi jeans concept very comfortable," he said. Balakrishna said that it is important to acknowledge that more and more people in India, especially women are taking to jeans and they are from all age groups. Balakrishna claimed that five big companies have already approached Patanjali to manufacture swadeshi jeans and a team of designer specializing in Indian wear will come out with final designs soon.

Questions:

- 1) Considering yourself as a marketing manager of Patanjali, suggest the bases of segmentation for swadeshi jeans and choose the right target segment for swadeshi jeans.
- 2) According to you, what would be appropriate positioning strategy for swadeshi jeans to capture market? Discuss.
