

Seat No.	
-----------------	--

M.B.A. (Part - I) (Semester - II) (New) Examination, December - 2014

**MARKETING MANAGEMENT (Paper No. - IX)(CBCS)
Sub. Code : 57112**

Day and Date : Wednesday, 10 - 12 - 2014

Total Marks : 80

Time : 2.00 p.m. to 5.00 p.m.

- Instructions :**
- 1) **Question No. 1 & Qu.No. 5 are compulsory.**
 - 2) **Attempt any Two from remaining questions.**
 - 3) **Figures to the right indicate full marks.**

Q1) read the case and answer the questions given below the case. **[20]**

As economy expands and education become widespread ,more and more family unit have to or more earning members. The traditional role of men as the bread earner is now diminishing as women enter the workforce. Some women work because they like to pursue careers and put to use there education, while other works supplement family income.

Both types of women groups point to the transformation in society being caused by the expanding ranks of working women. The changing role of women has already affected consumer advertising, politics and other recreational activities.

Many marketers have leaped into the multibillion dollar "working women" market ,with mixed result. They are offering everything from working women magazines to seminars on climbing the corporate ladder. Many are finding that they initially misunderstood the employeeed women and her effect , not only on new but also on existing product markets. For example the perception was that women with pay check like to "splurge" on themselves . but women polled said that the feel guilty about such expenditures . in general, there has not been enough thinking about what the changing market really means. But it is clear that this trend has squelched some outmoded assumption.

Marketing of household products, for instance, should emphasise thrift, convenience ,or speed, if it is to succeed. Women no longer find there identity & self esteem in clean brighter —than-bright kitchen and house.

Two- income families share decision about purchase from banking services to bleach. They want plenty of product information which is equally up appealing

to men and women. Women aren't necessarily doing all of the shopping and meal preparation any more. Men, children and especially teenage girl are making choices of food and other product . new product that promise more leisure will also win favour among employed women. Today's two-income family earns more than the average family but the save a smaller than average proportion of its income . The working couple buys more cloths, cosmetics ,transportation , domestic services ,child care, restaurant meals, and readymade food.

- a) With more women working, why should the traditional advertising concept be changed?
- b) Characterise the changing role of men, women and children in working family?

- Q2) a)** What is marketing planning process? Make a strategic plan for launching a consumer electronic product. **[10]**
- b)** Explain in detail market segmentation, target marketing & product positioning concept. **[10]**

- Q3) a)** Discuss the components of marketing environment. **[10]**
- b)** Which factors of consumer behaviour should be considered by manufacturer of consumer durable product. **[10]**

- Q4) a)** Elaborate the factors which influence pricing decisions for business organization **[10]**
- b)** Explain new product development process **[10]**

- Q5) Write Short Notes (Any 4)** **[20]**

- a) Importance of marketing
- b) function of packaging
- c) 5 m's of advertising
- d) Trademark
- e) Publicity
- f) Logistic management

