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**M.B.A. (Part - I) (Semester - II) Examination, MAY-2017**

**MARKETING MANAGEMENT**

**Sub. Code : 57112**

**Day and Date : Wednesday, 17 - 05 - 2017**

**Total Marks : 80**

**Time : 11.00 a.m. to 2.00 p.m.**

- Instructions :**
- 1) Question No.1 and 5 are compulsory.
  - 2) Solve any two questions from Q.No2 to Q.No.4.

**Q1) a) Case Study**

**[20]**

Until 1996, Pizza in India was synonymous only a bread dough base slathered with some ketchup. Since 1996, there was a proliferation of 'high-priced branded' pizzas in the market, with the entry of international pizza chains.

Domino's and Pizza Hut, the two big US fast food chains entered India in 1996. Each claimed it had the original recipe as the Italians first wrote it and was trying desperate to create brand loyalty. Domino's and Pizza Hut - tried to grab as large a slice of the pizza pie as possible. While Pizza Hut relied on its USP of "dining experience", Domino's USP was a 30-minute delivery frame. To penetrate the market, both the players redefined their recipes to suit the Indian tastes. Domino's went a step ahead by differentiating regions and applying the taste-factor accordingly. Domino's also made ordering simpler through a single toll-free number throughout the country.

Domino's and Pizza Hut expanded their market ever since they entered India. Domino's had grown from one outlet in 1996, to 101 outlets in April 2001. Pizza Hut too, which began with just a single outlet in 1996 had 19 outlets in 2001. When Domino's entered the Indian market, the concept of home delivery was still in its nascent stages. It existed only in some major cities and was restricted to delivery by the friendly neighborhood fast food outlets. Eating out at "branded" restaurants was more prevalent. To penetrate the Indian market, Domino's introduced an integrated home delivery system from a network of company outlets within 30 minutes of the order being placed. "What really worked its way into the Indian mind set was the promised thirty minute delivery." Domino's also offered compensation: Rs.30/- off the price tag, if there

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was a delay in delivery. For the first 4 years in India. Domino's concentrated on its 'Delivery' act. For its delivery promise to work, Domino's followed an 11-minute schedule: one minute for taking down the order, one minute for Pizza-making, six minutes oven-time, and three minutes for packing, sealing and exit. Pizza Hut, on the other hand, laid more emphasis on its "restaurant dining experience." It positioned itself as a family restaurant and also concentrated on wooing kids. Its delivery service was not time-bound.

A company official said, "The Pizza making process takes about 20 minutes and since we don't usually deliver to places which are beyond the reachable-in-half-an-hour distance, customers can expect home delivery within 45 minutes "Moreover, analysts felt that Pizza was something that just was not meant to be delivered. "If you don't eat pizza fresh, it turns cold and soggy." However, Domino's seemed to have overcome this problem through its delivery pack called 'Domino's Heat-wave.'

- a) What Unique Selling Propositions were used by the companies for their positioning? [10]
- b) As a marketing manager suggest various ways to Domino's and Pizza Hut to sustain in competitive market. [10]
- Q2)** a) Define marketing ? Explain core concepts of marketing with example? [10]
- b) What is marketing planning? Explain marketing planning process in detail. [10]
- Q3)** a) Explain in detail-Consumer buying decision process. [10]
- b) What is pricing? Explain different pricing methods in detail. [10]
- Q4)** a) What do you mean by Advertising? Explain 5 M's of advertising in detail [10]
- b) Discuss Alternatives Channels of distribution with suitable example [10]

5) Write Short notes (Any Four :)

[20]

- a) PLC
- b) Market Segmentation
- c) Forecasting
- d) Functions of packaging,
- e) Personal selling



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