

SF - 340

Total No. of Pages : 2

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

**M.B.A. (Part - I) (Semester - II) (CBCS) Examination,
November - 2016**

MARKETING MANAGEMENT

Sub. Code : 57112

Day and Date : Tuesday, 29 - 11 - 2016

Total Marks : 80

Time : 02.30 p.m. to 05.30 p.m.

Instructions : 1) Question No. 1 and Question No. 5 are compulsory.

2) Solve any two questions from Q.2 to Q.4.

Q1) Case Study:

[20]

CEAT Ltd. (Ceat), part of the RPG Group and a major tyres manufacturing company, unveiled a new wordmark for the CEAT brand, doing away with its 25-year-old mascot, the rhino, and the tagline, 'Born tough'. The rebranding exercise was carried out as part of a brand repositioning effort. The old CEAT logo and the tagline had been in use since 1983. While this tagline seemed to work quite well when strength and durability were the only aspects that customers looked for in tyres, it seemed to have lost its relevance with the needs of both the primary customers (automobile companies), and the end-consumers changing.

The fact that the condition of Indian roads was improving, and that vehicles were becoming more sophisticated, had led to customers demanding tyres that would allow for greater speeds and increased maneuverability. Recognizing this, the company repositioned CEAT from a brand that conveyed toughness to one that was associated more with performance, style, and comfort. Therefore, they decided to drop the 'Born Tough' logo as well as the rhino.

- a) Comment-Positioning plays a key role in success of brand.
- b) Discuss-Integrated Communication mix required for CEAT Ltd. to reach rural and urban market.

P.T.O.

- Q2) a)** What is marketing environment? Explain macro and micro environment in detail. **[10]**
- b)** Define marketing? Explain marketing planning process in detail? **[10]**
- Q3) a)** Explain in detail - Consumer buying decision process. **[10]**
- b)** What is PLC? Explain various stages of PLC in detail. **[10]**
- Q4) a)** What is personal selling? Explain personal selling process in detail. **[10]**
- b)** What is pricing? Discuss various pricing methods with example. **[10]**
- Q5) Short Notes: (any four)** **[20]**
- a)** Forecasting
 - b)** Market segmentation
 - c)** 5 M's of advertising
 - d)** Alternative channels of distribution
 - e)** New product developement

