

Seat No.	
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**Regu – D- 258**

**M.B.A. (Part - I) ( Semester –II) (New Course) Examination, 2011  
MARKETING MANAGEMENT (Paper – IX)**

**Sub. Code: 48328**

Day and Date: Monday, 21-11-2011  
Time: 10.30a.m. to 1.30 p.m.

Total Marks : 70

- Instructions**
- 1) *Q. 1 & Q. 5 are compulsory*
  - 2) *Attempt any two questions from Q.2to Q. 4*
  - 3) *Figures to the right indicate full marks.*

**1. Case Study**

**Nerolac Paints and Asian Paints Royale**

In the paints category, dealers play key role in the consumer's decision making Process. This is because the consumer knows only the brand name of the paint that is on her walls. Therefore companies feel that using a celebrity in their advertisements would help to tilt the consumer's choice in their favour. The two paint companies wanted to make the consumers feel good about their choice of brand and therefore, besides the functional aspects, everything that gets more space in the consumer's mind helps. The companies used Amitabh Bachchan (NerolacPints), Saif and Soha Ail Khan ( Asian Paints Royale)

**Canon India**

Canon India has adopted a more consumer – oriented approach towards its products in order to increase sales. Exiting from the image of a purely office – products concern, the company positioned products such as projectors, camcorders and digital cameras in the consumer's lifestyle space to connect with the consumer. To increase the involvement level of digicams, the company is positioning the product as a youth – oriented, lifestyle product. Similarly Canon is positioning its projectors as a home – cinema solution.

Questions for discussions :

- a) “ The Indian market is gradually becoming Consumer and Brand Oriented .”  
Discuss the statement with reference to Consumer Behavior.

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- b) As a “Brand Manager” explain the significance of branding with reference to above case. What branding Strategies would you suggest for Nerolac Paints and Asian Paints Royale and Canon India? Why?
2. a) What do you mean by Marketing Management ? Discuss the importance and core concepts of Marketing Management in changing Environment. **8**  
b) Discuss in brief the steps involved in marketing Planning Process. Make a strategic plan for launching a consumer Electronic Product. **7**
- 3.a) Explain the concept of product and promotional tools. What are the main Elements of Promotional Mix? Explain. **8**  
b) Discuss Market Segmentation, Market Targeting and Product Positioning with special reference to Psychology of Indian Consumers. **7**
4. a) Explain the concept of Consumer behavior ? Discuss in brief factors influencing on consumer buying behavior while considering consumer durable product. **8**  
b) What do you mean by Marketing Environment? Explain in detail Economic, social and technological Environment. **7**
5. Write short notes (**any four**) : **20**
- a) Distinction between Marketing and Selling
  - b) 5Ms of Advertising
  - c) Careers in Marketing
  - d) Methods of Pricing
  - e) Importance of Channel and Distribution network
  - f) Functions of packaging and Labeling
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