

Seat No.	
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**M.B.A. (Part - I) (Semester - II) (Revised) Examination,
May - 2017**

MARKETING MANAGEMENT

Sub. Code : 68310

Day and Date : Wednesday, 17 - 05 - 2017

Total Marks : 80

Time : 3.00 p.m. to 6.00 p.m.

- Instructions :**
- 1) Questions No. 1 & 2 are compulsory.
 - 2) Attempt any two questions from questions No. 3, 4 & 5.
 - 3) Figures to the right indicate full marks.

Q1) Case Analysis.

[20]

Shivani Kamble a graduate in fashion designing has been working with leading fashion designers in a nation from last seven years. She is engaged in designing dresses for both genders. The clients are readymade garment units manufacturing garments on large scale on the basis of her designs. These goods are marketed through nationwide distribution channel on their own brand.

The fact is well known by Shivani that the changing demographics especially the size of middle income group and the continuous increase in the income of this group attracts white goods and life style goods. Looking towards this opportunity in Indian scenario, Shivani is tempted to enter into manufacturing of readymade garments especially used in marriages for groom and bride.

Her business idea is to launch the product as national brand and initially distribute it using selective distribution strategy. She is seeking your advice for :

- i) Market segmentation and targeting.
- ii) Distribution planning.
- iii) Product mix and product proliferation.

Q2) Hindustan Uniliver Limited (HUL) holds popular brands of soaps viz. Hamam, Liril, Rexona, Dove, Lifebuoy, Lux, Breeze, Pears and Moti in Indian market. Each soap has its unique selling proposition and targeted to a well defined segment. Describe the segment every soap targeted to, with its positioning. [20]

P.T.O.

- Q3)** a) Product development passes through various steps - describe. [10]
b) Pricing decisions are the most critical decisions for a marketer - discuss. [10]
- Q4)** a) Logistic management is a sub set of supply chain management - critically comment. [10]
b) Five M's of advertising is at the core of advertising planning - enumerate. [10]
- Q5)** Write short notes (any four) : [20]
- a) Integrated Marketing Communication.
 - b) Buying Roles.
 - c) Holistic marketing.
 - d) Services marketing.
 - e) Functions of Packaging.
 - f) Core concepts of Marketing.

