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**M.B.A. (Part - I) (Semester - II) (CBCS)
Examination, April - 2016
MARKETING MANAGEMENT
Sub. Code : 57112**

Day and Date : Sunday, 10-04-2016

Total Marks : 80

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

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

Q1) Solve the following case study:

[20]

Super Flask Ltd. Company manufactures flasks and thermo-ware products which are commonly used by its customers for keeping hot products warm and cold products cool for a reasonable period of time. The present turnover of the company is 100 crore. The average market growth - rate is estimated to be 20 per cent for thermo - ware and 10 per cent for flasks. The company is making its product available all over the country. The company has its distributors in 500 important towns having a population of more than 2.5 lakh each. The distributors, in turn, are responsible for the local availability of goods with various types of retailers, e.g., crockery shops, utensil shops, etc. Distributors are getting a margin of 15 per cent , whereas retailers are getting a margin of 20 per cent on the sale prices. All the distributors are contacting the head office located at Pune.

The products are supplied in corrugated boxes, either by rail or by road transport. For the distant places of southern, eastern and northern parts of India, goods used to take one month to reach with a lot of transit breakages. This is because goods are dispatched in small lots and not in full truck loads because of small requirements of individual distributors. For promoting the products, the media used are the national daily newspapers and radio with a limited budget of 1 per cent of the total sales value. All the sales promotion activities are centralised. The sales force of 30 consists of Regional Managers for the zone and the sales officers for the states. With the substantial increase in the growth - rate of the market, many new entrants entered the market with better product range, competitive prices, better distribution and promotional

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back-up. Hence, the company started losing its market share. The Managing Director asked the Marketing Manager to look into the present situation and formulate a competitive strategy for retaining the company's market share and leadership.

- a) Analyse the case study.
 - b) Prepare a marketing plan for the company.
 - c) What promotion - mix strategy do you recommend for the company?
- Q2)** a) Analyse marketing environment for telecommunication industry. [10]
b) Define consumer behavior. Explain the factors influencing consumer behavior. [10]
- Q3)** a) Define advertising. Discuss 5 M's of advertising. [10]
b) What is product mix? Explain meaning of product width, length, depth and consistency with the example. [10]
- Q4)** a) Explain channel design decision. [10]
b) Discuss various pricing methods. [10]
- Q5)** Write Short notes (Attempt any 4) [20]
- a) Core concepts of marketing.
 - b) Advantages of branding.
 - c) Product positioning.
 - d) Functions of Packaging.
 - e) Sales promotion.