

Seat No.	
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**M.B.A.(Part - I) (Semester - II) (CBCS) Examination,
December - 2015**

MARKETING MANAGEMENT (Paper - I)

Sub. Code : 57112

Day and Date : Saturday, 19 - 12 - 2015

Total Marks : 80

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

- Instructions :**
- 1) **Question No. 1 and 5 are compulsory.**
 - 2) **Attempt any two questions from Question Nos. 2 to 4.**
 - 3) **Figures to the right [within bracket] indicate maximum marks.**

Q1) Analyse the case and answer the questions given at the end: [20]

In 1946 Masaru Ibuka and Akio Morita together with a small team of passionate and committed group of employees started to build "Tokyo Tsushin Kenkyujo" (Totsuko), or "Tokyo Telecommunications Research Institute" into the billion dollar global conglomerate that it is today. The main objective of the company was to design and create innovative products which would benefit the people. The company popularly recognized as 'SONY'.

From early attempts at creating products like the rice-cooker to the later success of creating Japan's first magnetic recorder, the innovative company went on to create other hit products which won the company widespread recognition and international acclaim as a truly global company known for its quality and innovative products. Significant product milestones included Japan's first transistor radio (1955), Trinitron Colour Television (1968), Walkman personal stereo (1979), Handy can video camera (1989), Playstation (1994), Blu-ray disc recorder (2003), Play Station 3 (2006).

It has always updated with products and brought new innovated technology in the firm of its best quality products. It is still in the market with Sony Electronics, Sony music, etc. Sony's electronic division which accounted for the major share of Sony's overall revenue was making losses during the last three years. This was due to a decrease in revenues in audio, video and the semiconductors products of the company. Sony faced challenges from companies across different product categories like Apples' ipod and also from Sharp and Samsung

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in the LCD TV segment. Moreover, in August 2006, DELL announced a massive recall of Sony's batteries fitted in its laptop computers. In a turnaround strategy, Sir Howard Stringer, the CEO of the company closed the money-losing divisions and undertook diversification strategies through technological innovations.

- i) Do SWOT analysis of SONY. Suggest some marketing strategies to regain its position in the competitive market.
- ii) Discuss how changing technology affects business.

- Q2)** a) Explain the concept and role of Integrated Marketing Communication? Which are the main elements of Communication mix? [10]
- b) Explain the role of importance of Distribution channels? Describe the different alternative channels of distribution? [10]

- Q3)** a) Explain the different stages in New Product Development? [10]
- b) What is Branding and Packaging? Explain the advantages and disadvantages of Branding and Packaging? [10]

- Q4)** a) What is personal selling? Explain the personal selling process in detail?[10]
- b) What is nature and importance of sales promotion? Describe the various techniques of sales promotion? [10]

Q5) Write short notes on: (Any four) (5 marks each)

- a) Channel design decision
- b) Concept and role of IMC
- c) Pricing objectives
- d) Different buying roles
- e) Features and functions of packaging
- f) Industrial goods market segmentation

