

Seat No.	
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**M.B.A. (Part - I) (Semester - II) Examination, Nov. - 2013**  
**MARKETING MANAGEMENT (Paper - IX) (Regular)**  
**Sub. Code : 48328**

**Day and Date : Thursday, 28 - 11 - 2013**

**Total Marks : 70**

**Time : 10.00 a.m. to 1.00 p.m.**

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

**Q1) Case Study**

**[20]**

As a Marketing Officer for Economy Ceiling Fans, you have been asked to research & determine customer's attitude & beliefs toward your brand of ceiling fans. With this information you will determine if your company has the correct product line & suggest selling points for the company's salespeople when discussing fans with customers who come into their chain of retail stores. You decide to hold an open house on a Sunday in one of your typical stores located in an upper-income neighborhood & advertise your special prices. During that time, you ask everyone to be seated, thank them for coming, and ask them to discuss their attitudes toward your company & ceiling fans.

Some people felt that they should shop for ceiling fans without considering brands, but once they selected a brand, they should go to the stores carrying that particular brand and buy from the stores with the best price. Most people had collected information on fans from personal sources (such as friends), commercial sources (Such as advertising, salespeople, Company literature), and public sources (such as consumer rating organization). Sixty percent had narrowed their sources choice to fans from Hunter, Casablanca & Economy and they seemed to look for three things in ceiling fan : Price, Quality & Style.

Questions for Discussion :

- a) "As a Marketing Officer, you must have a good understanding of the competition, customers & everything connected with the company" Analyze the case and justify your answer from the standpoint of marketing management with reference to above case.

**P.T.O**

- b) Can you suggest a suitable market segmentation strategy for your product? What Branding Strategies would you suggest for your company?
- Q2)** a) What is marketing management? Discuss the nature and scope of Marketing. [8]  
b) 'Marketing Planning can be considered as the nerve-centre of marketing management'. Elucidate. [7]
- Q3)** a) What is Marketing Mix? Comment in brief upon its ingredients or inputs. In what way marketing mix concept help the marketing firms? [8]  
b) What is market segmentation? Comment on different bases of market segmentation. [7]
- Q4)** a) What do you understand by the term 'consumer behaviour'? Why is it all marketing decisions makers are evolving all marketing activities around the consumer? [8]  
b) Define Promotion Mix. What are the elements of a promotion mix? Explain. [7]
- Q5)** Write short notes : (Any Four) [20]  
a) Careers in Marketing  
b) Consumer buying process  
c) Product positioning  
d) Pricing Methods  
e) Micro Marketing Environment  
f) 5 M's of advertising

