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Code No: BA1908

GEC-R14

MBA II Semester Regular Examinations, July 2017

**MARKETING MANAGEMENT**

(Master of Business Administration)

**Time : 3 Hours**

**Max. Marks : 60**

**Note:** Answer All Sections of Questions.

All Questions from **SECTION- A** are to be answered at one place.

**SECTION-A**

**6 × 2 = 12M**

1. Differentiate between Consumer Market and Industrial Market.
2. What are the important factors that influence the Consumer Buying Behaviour?
3. Write the different types of Pricing Methods.
4. What are the different types of Channels of Distribution? Give example for each channel.
5. What is the reason for the growth of Web Marketing in the present situation?
6. What are the stages in the Product Life Cycle?

**SECTION-B**

**3 × 12 = 36M**

1. a) "Transition from a monopolistic – seller's market", to a competitive buyer's market is not easy for the Indian marketers – How are they trying to cope up with these changes and challenges.

**(OR)**

- b) What are the different strategies, methods and techniques that are involved in the Market Segmentation Process? Explain by taking examples of products.
2. a) Write a critical note on new product development process and how the marketer attempts to reduce the risk of product failure.

**(OR)**

- b) What is Marketing Mix? What are the innovations in the Advertising and Sales Promotion methods in the present business era?
3. a) What are the new developments in the Social Marketing and Green Marketing? Give examples of the Green Products.

**(OR)**

- b) Critically examine the factors that are required to be considered while designing an effective marketing organization.

## SECTION-C

1 × 12 = 12M

### CASE STUDY

#### Indian Refrigerator Market

India's Refrigerator market estimated at Rs. 2750 Cr. is catered mainly by 10 brands. The annual capacity is estimated at around 4.15 million units is running head of demand of 1.5 millions.

As there is a demand and surplus supply, all the manufacturers are trying out for new strategies in the market.

Times have changed and also the buying behaviour of the customer. Earlier it was cash and carry system. Now dealers play an important role in selling; now the systems is exchange for old “bring your old refrigerator and take a new one with many gifts”.

A new company by name Electrolux has entered the market which has acquired Allwyn, Kelvinator and Volta's brand.

Researchers have revealed that urban and city sales are declining and hence all manufacturers are trying to concentrate on rural markets.

Electrolux strategy is customization of market, with special attention to the Northern and Southern India markets, while Godrej, the main player thinks that dealer network in rural market for sales and service will be beneficial and is trying to give more emphasis on dealer network, whereas Whirlpool has adopted the strategy of increasing the dealer network by 30%.

The market shares of the major players are as follows:

- Godrej 30%
- Videocon 13%
- Kelvinator 12%
- Allwyn 10%
- Voltas 5%
- Whirlpool 27%
- Daewoo 1%
- L.G 1%
- Others 1%

#### **Questions:**

1. Could the refrigerator market be segmented on geographical base planned by Electrolux?
2. What would be the marketing mix for rural market?
3. Would 125 L and 150 L models be an ideal choice to launch in rural market?
4. Please suggest best marketing strategies to increase the sales of Refrigerators
5. What is the impact of colours, designs and interiors in the sales of Refrigerators?

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