

Seat No. : _____

AE-139

April-2016

4th Year MBA

Advanced Marketing Management

Time : 3 Hours]

[Max. Marks : 100

1. Read the caselet and answer the following questions :

For most Gujaratis, the earthquake tremors in 2001 brought a setback in their business but not for Mansukhbhai Prajapati who got a spark of an innovative idea from a headline in a Gujarati daily, Sandesh, featuring broken earthen (mitti) pot with the caption “the poor man’s broken fridge”. The idea was to develop a clay (mitti) fridge that would run without electricity. India’s premier low-tech innovator, Mansukhbhai Prajapati was raised in a family of potters who made a modest living by crafting traditional cookware and other common items from the local clay in their state of Gujarat.

Prajapati finally came out with the Mitticool fridge in 2005. Priced at ₹ 2,500 – 3,500, it cools water by almost 10 degrees and keeps perishable items like milk, fruits and vegetables, fresh for four to five days.

Mansukhbhai has registered his firm as Mitti Cool Clay Creations, having already filed the trademark application in the name of Mitti Cool. “I’m proud this has helped revive the art of making clay utensils. Today, at least 500 potters in Gujarat are in the business,” he says. His ambition is to make more low-cost and eco-friendly products for the masses. The firm has since created pressure cookers (₹ 300 – 500) and a non-stick pan (₹ 135 – 200).

Besides, it sets to bring some revolutionary changes in the rural lifestyle. Refrigerators can help a developing country with over 350 million illiterate females advance their culture and build a middle class. Access to refrigeration means that women will spend less time shopping for ingredients and preparing food for the family. The efficiency gains in their household management allow more time for mothers and their daughters to take advantage of educational opportunities. It also means that women can generate income by selling food directly from their homes, decreasing their dependence on their husbands as sole providers.

Mansukh has an even bigger vision of what is possible now :

“a Mitticool Home made entirely of clay that doesn’t require electricity.”
(<http://articles.economictimes.indiatimes.com>)

Questions (attempt any **two**) :

- (A) How do you think macro-environmental forces will impact the functioning of 'Mitti Cool Clay Creations' in India ? **10**
- (B) List the five orientations that companies can have towards the market place. How could you relate this new idea with various orientations ? **10**
- (C) Conduct a SWOT analysis for 'Mitti Cool Clay Creations'. **10**
2. (A) Based on the caselet in Q.1, explain which factors will influence consumer behaviour for buying earthenware (mitti) products from 'Mitti Cool Clay Creations'. **10**
- (B) Explain in detail the stages in the procurement process for B2B markets. **10**
- OR**
- Write a detailed note on 'Global Product and Pricing strategies'. **10**
3. (A) Write a detailed note on 'POPs' and 'PODs'. **10**
- (B) What could be the main bases for segmenting the consumer markets ? Explain with proper examples. **10**
- OR**
- (A) Which general strategies are available for choosing brand names ? Explain with examples for each. What are the merits and demerits of brand extensions ?
- (B) Write a detailed note on the strategies used by Market Challengers.
4. Answer any **two** from the following : **20**
- (A) A leading market research firm has been given the task of analyzing the quality gaps and providing solutions for the same to a hotel in Ahmedabad. Based on your assumptions, what could be the probable quality gaps ?
- (B) Explain various strategies available for initiating and responding to price changes.
- (C) Explain various stages in the Adoption Process along with the factors influencing the adoption process.
- (D) Explain various bases for product and service differentiation.
5. (A) Explain in detail various types of wholesalers and their functions. **10**
- (B) Answer any **one** from the following : **10**
- (1) Explain various types of direct channels.
- (2) Write a short note on 'Advertising and its 5Ms'. Specify examples for each.
- (3) Write a detailed note on 'Mass Communication'.