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0305E309

Candidate's Seat No : _____

P.G.D.M.A. Examination

Paper-II

Marketing Management

May-2017

[Max. Marks : 100

Time : 3 Hours]

Q.1 (a) Explain the following concepts with relevant examples.

(10 marks)

(1) The Marketing Concept

(2) The Holistic Marketing Concept

Q.1 (b) Consider "POPO" as your new mobile brand, and explain how you would go about marketing plan considering STP as core activities. (Take assumptions wherever necessary) (10 marks)

Q.2 Attempt the following questions:

(a) RCB enterprise is going to launch a brand new sport perfume product under RCB brand name but they don't know how to proceed further with marketing research for the same. You as a newly hired marketing manager, given a task to conduct marketing research for RCB enterprise, how & where will you conduct marketing research? Write your answer explaining marketing research process. (10 marks)

OR

(a) Explain the following terms with relevant examples (any two)

(10 marks)

- (1) Brand Equity
- (2) CPV
- (3) MDSS
- (4) Customer metrics
- (5) Tauber's Matrix

Q.2 (b) Please study the following case-let and answer the questions given below.

(10 marks)

Established in India in 1959, Hawkins is known for innovative designs in pressure cookers and cookware. Lid that fit inside the cooking vessel is a distinguishing feature of Hawkins pressure cookers. Due to this feature, it is not possible to open the cooker until the pressure inside reduces, thus making it safer. The company markets different types and models of pressure cookers with different features and benefits. **Hawkins Futura** brand, for example, has obtained patents and design registration in different countries and is the only pressure cooker to be displayed in Museum of Modern Art, New York.¹ **Contura** is another model that has body with rounded sides for easier stirring, better visibility and better convenience from taking out cooked food. In addition to pressure cookers, the company, under the brand **Futura Cookware**, has a range of products for different cooking purposes. These include tava (griddle), frying pan, saucepan, sauté pans, cook-and-serve bowl, handi, and stewpot.² These products are available in hard anodized surface and with non-stick coating made from commercially pure aluminum. Product strategy of the company is to span a wide range of household cooking through innovative products and designs.

¹<http://www.hawkinscookers.com/NewAllPrdMain.aspx?typ=CKR/>

²<http://www.hawkinscookers.com/NewAllPrdMain.aspx?typ=CKW/>

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Explain what is customer perceived value? & according to your assessment, what are the customer value additions that Hawkins is offering to customers through alternative designs and sub-brands?

Q.3 Answer the following questions: (Any two)

(20 marks)

- (a) Explain the five stage consumer buying decision process model.
- (b) How perception influences consumer decision making? Explain your answer using following terms like Selective Attention, Selective Distortion, Selective Retention and Subliminal Perception
- (c) How consumer markets differ from business markets? Also explain stages of purchasing process in Business markets with relevant examples.
- (d) A product goes through different stages during its life. As a manager, what strategies will you use for your products, which are on different stages of PLC? (You can use current examples from the market)

Q.4 Answer the following questions. (Any two)

(20 marks)

- (a) Explain diffusion of innovation process through product life cycle stages with relevant examples.
- (b) Explain the competitive strategies for market leader with relevant examples.
- (c) Explain consumer goods classification with relevant examples.
- (d) Explain steps of setting the price with relevant examples.

Q.5 Answer the following questions.

(20 marks)

- (a) What is brand equity? Explain brand's model of customer based brand equity.
 - (b) Explain Gaps model and how will you use this model in service industry? (Provide suitable examples)
 - (c) Explain differentiation strategies for brand positioning.
 - (d) Explain how you would determine competitive frame of reference for your brand (choose any brand of your choice) considering POPs and PODs with examples.
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