

Seat No. : _____

AQ-117

April-2022

M.B.A., Sem.-VIII

Advanced Marketing Management

Time : 2 Hours]

[Max. Marks : 50

SECTION-I

Attempt any **three** questions out of **five** questions :

1. (A) Explain in detail the difference between Selling and Marketing Concept with respect to any FMCG product of your choice. **4**
- (B) For the following information, how would you see the macro environmental factors affecting this movie-making business in India ? [Be specific.] **10**

Cinema in India is an industry with great potential and money minting spirit. The recent block buster film RRR is almost celebrating its mammoth success of ₹ 1,000 crore mark – the sum total of the film’s collection, digital rights, and satellite rights. RRR has a star-studded cast that includes both commercial and method actors. The film was released in multiple languages to reach audiences across the country, including the original Telugu version, the dubbed Hindi version, and regional dubbed versions in Tamil, Malayalam, Kannada, and other regional languages. The first day’s profits of R.R.R. Movie have shattered all previous records of large and small films with a whopping ₹ 120 crores collection which is a new record This money has been gathered only in India, and the total amount collected worldwide is over 170 crores. RRR Box Office Collection For Day 20 is INR 1046 Crores.

RRR, a visual treat for the audience, has used 2800 VFX shots and 18 VFX studios. This action sequences involving animals – tiger, bear, wolves and antelopes — called for extensive pre-visualisation. According to RRR’s visual effects supervisor V. Srinivas Mohan, “When we show NTR taking on a CGI (computer-generated imagery) tiger, the animal has to look realistic to make the audiences believe that a struggle is on. The sequence was first designed in 3D on the computer. We then used a Ncam (which aids virtual production through real-time camera tracking) on location.”

2. (A) Explain which factors will affect the consumer's purchase decision for the following products : 6
- (a) Chocolates
- (b) Washing machine
- (B) Explain the difference between the consumer market and the business market. Show various participants involved in B2B buying with a detailed example for each. 8
3. (A) Explain the segmentation bases that you would use for the following products : 6
- (You may use multiple bases to justify your answer.)
- (1) Bicycles
- (2) Mobile phone covers
- (B) Explain any two competitive strategies in detail for each of the four types of market competitors with relevant example for each. 8
4. (A) Explain the 5 gap model of service quality for a hospital. Also explain what should be done to reduce each gap. 7

OR

Write a detailed note on - Product levels for 'Indian Railways'.

- (B) New product ideas demand a lot of creativity. Which techniques are available to the firms to think creatively for the development of new products ? Discuss. 7
5. (A) Organized Retail sector has seen growth in India like never before with many firms playing an active role in it. Explain the major types of retail formats found and its main characteristics. Give an example for each. 7
- (B) Design the 5Ms of Advertising for a newly opened up restaurant. 'Bhakrizzaa' in Ahmedabad offering unique types of Bhakri Pizzas. (Be specific with respect to this restaurant only.) 7

SECTION-II

6. Attempt any **eight** questions out of **ten** questions :

8

- (1) Decathlon in Ahmedabad is the largest sports retail outlet having all sports related requirements under one roof. It has various leading sports brands including sports items and equipments, sports wear especially the athleisure collection, sports footwear and other accessories. It covers all age groups from kids to the older segments and both gender categories. The Target market selection is _____.
- (a) Selective Specialization (b) Full Market Coverage
(c) Product Specialization (d) Market Specialization
- (2) An imbalance between a consumer's actual state in which recognition that a gap or problem needs resolving is called _____.
- (a) Motive development (b) An attitude
(c) A self-concept (d) Product Evolution
- (3) Shopping carts, cart straps, aisles, and shelves are useful for _____ advertising.
- (a) Product Placement (b) Teaser
(c) Point of Purchase (d) Surrogate
- (4) Pricing of Relative Lower rates for Razors and higher rates for blades is an example of _____.
- (a) Product Bundling pricing (b) By product pricing
(c) Captive Product Pricing (d) Two part pricing
- (5) Which of the following is not true about the reference groups affecting consumer behaviour ?
- (a) Neighbourhoods form a primary membership group.
(b) Supermodels party might be an aspirational group for upcoming models.
(c) Labour unions are a part of aspirational group.
(d) For alcoholic consumers, non-drinkers might form a part of dissociative group.

- (6) _____ is not a right feature of Industrial markets.
- (a) Industrial buying is a group process.
 - (b) It has shorter channel of distribution.
 - (c) Demand is mostly elastic
 - (d) It is often a rational and not an emotional buying decision.
- (7) Which of the following is not true ?
- (a) The objective of trade sales promotion is to create pull effect.
 - (b) Sales Promotion tries to attract the brand switchers.
 - (c) Patronage rewards attract the consumers.
 - (d) Slotting allowance is a retailers' promotional tool.
- (8) Which one of the following fails on product adaptation for global markets ?
- (a) Restaurants like Subway serving Halal and Kosher certified food
 - (b) Americans insists on 'Made in US' labels for most of their products sold in US.
 - (c) Coca-Cola Company uses global standardization by keeping the appearance of the product relatively unchanged
 - (d) Nokia made dustfree keypads for Indian market
- (9) Which one of the following does not follow the conformance aspect of product differentiation ?
- (a) Fair and lovely fairness claim
 - (b) Pureit 1 crore safety challenge
 - (c) Dominos pizza delivery challenge
 - (d) Airtel 4G data, speed challenge
- (10) Nescafe and Maggi brands from the Nestle group have various products under their portfolio. This strategy is _____.
- (a) Sub branding
 - (b) Family branding
 - (c) Cult branding
 - (d) Individual branding
- _____