



Seat No. : _____

XX-132

April -2013

FIVE YEARS M.B.A. Integrated (K.S.)

IVTH M.B.A.

MARKETING MANAGEMENT

Time : 3 Hours]

[Max. Marks : 70

1. (a) Define 'Research Plan'. Explain its major components. Which are the different research approaches to collect primary data ? 7
- (b) What are the determinants of total customer value and total customer cost ? Exemplify with the help of these – vegetables from the local Kalupur market and Asian Paints Home Solution Department. 7

(Some additional details on Asian Paints Home Solution Department for better clarity sake-)

Asian Paints Home Solutions is a professional painting service started by Asian Paints Ltd. The service which was first started as a pilot in Hyderabad is currently available in 13 cities of India. The objective is to provide professional, hassle-free painting service to customers. The main benefits are – trained painters, 1 year warranty, no hidden cost, supervised painting, transparency in measurement, covering and masking of various household items, professional colour consultancy and post-painting cleaning service.

OR

- (a) A company already manufacturing edible oil in Gujarat wants to find out market potential for a new product offering 'Rice Bran Oil' looking at the large segment of health conscious people in Gujarat. As a consultant, which methods would you suggest for estimating the future demand of Rice Bran Oil in Gujarat ? 4
 - (b) Panache International is looking forward to opening its first Unisex Saloon at Thaltej in Ahmedabad looking at the huge opportunities in this mega city. You have been requested to study the macro-environmental factors affecting this industry in Ahmedabad. (Kindly describe the various points in bullets.) 10
2. (a) Explain in detail the specific defense strategies adopted by Market Followers and Nichers. Give relevant examples for each of them. 7
 - (b) Explain the segmentation bases that could be considered by a company operating in Travel and Tour business in Mumbai. 7

OR

- (a) Which are the various options a company has for target market selection ? Give examples for each category. Also discuss the difference between targeting and segmenting.
- (b) A company wants to advertise for its new range of cosmetics for males. It has already tried the traditional advertising media like the television, print and radio. What would be some creative alternative forms of advertising that it could use ? Give relevant examples.
3. (a) Explain the steps involved in the consumer buying decision process for a big ticket item like a house. 7
- (b) When a company considers branding its product/services, what different strategies are available for branding ? Give relevant examples for the same. 7

OR

- (a) How do the characteristics differ for the business markets and the consumer markets ? Discuss the major business buying situations.
- (b) Which are the various product and service differentiation strategies ? Give examples for the same.
4. (a) Write a detailed note on 'Distribution Channel Design Decisions'. 7

OR

Price remains one of the most critical elements of the marketing mix. Which are the price-adaptation strategies available to the company ? Give suitable examples for the same.

- (b) Explain the characteristics of services in detail for either of the following. What marketing implications do they present that should be taken care of ? 7
- Pediatric clinic OR Tiffin-delivery service
5. (a) Based on the number of intermediaries at the channel distribution level, which are the strategies available to marketers ? Give relevant examples for the same. 4
- (b) Discuss in brief the major non-personal communication channels in marketing. 5

OR

Briefly explain the various methods available for consumer goods market testing.

- (c) Write a short note on any **one** : 5
- (i) Direct Marketing
- (ii) Logistics