

Seat No. : \_\_\_\_\_

# AC-161

April-2019

4<sup>th</sup> Years MBA Integrated, Sem.-VIII

Advanced Marketing Management

Time : 2:30 Hours]

[Max. Marks : 70

1. Answer any **TWO** from the following : 14
- (A) Positioning is more about how you differentiate your products as expressed by 'Differentiate or Die'. Define POP and POD. What is to be considered while designing the POD from the customer's and the seller's perspective ?
- (B) Earlier the retail scenario in India was dominated by local neighborhood merchants who knew their customers by name and were familiar with their tastes and preferences. But changing demographics and psychographics have given birth to the 'one-stop-shops' like the online shopping sites like Amazon, flipkart, ebay and so on. And now the urban consumers enjoy shopping sitting in the luxury of their houses through mere clicks on their smart phones and other gadgets.  
Explain how the Macro-environmental factors affect the business of E-Commerce in India.
- (C) Which price adaptation strategy would you suggest for the following products ? [Be specific with your answer and provide a good rationale for your choice of the strategy.
- (i) Movie tickets in a multiplex.  
(ii) Flat Discount of 15% on 15<sup>th</sup> August in a mall.  
(iii) Perfume bottle with a designer packaging.  
(iv) A circus charges different seats at different rates of ₹ 500, ₹ 300 and ₹ 100.
2. (A) Explain which factors will affect the consumer's purchase decision for the following products : 7
- (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. 7

OR

- (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.
- (B) Gujarati traditional wear for males and females have fans all over the world with Indian Garba getting international applause. The love for the motherland in the Indian diaspora, Indian cultural associations active in foreign countries and huge festivities and high-octane energy tied with the music and dance nights-altogether, have found huge fandom in US, UK and Australia.

Rangrasiya, the house of handicrafts and traditional garments in Ahmedabad wants to take this spirit of NRGs-Non Resident Gujaratis to a new high by catering to their needs for colourful Chaniya Choli and Kurtas, traditional ornaments and customized accessories in these markets of US, UK and Australia.

Suggest [in specific bullet points] how should Rangrasiya enter these foreign markets.

3. (A) Why do you think a 'hospital' as a service unit poses more challenges due to various service characteristics ? What options are available to overcome these challenges ? 8
- (B) Define Integrated Marketing Communication. Explain in brief various communication mix elements that you could design for a company like 'Asian Paints'. 6

**OR**

Explain the segmentation bases that you would use for the following products. (You may use multiple bases to justify your answer.) :

- (a) School Bags
- (b) Wrist Watches
- (c) Edible oil

4. Answer any **TWO** questions : 14
- (A) 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. Give three examples of new products that you would want to see in the future.

- (B) A leading company from Bangalore wants to enter into home furnishing products in Ahmedabad. The product range would include various soft furnishing items like Bed Sheets, Bedding Sets, Curtains, Blankets, Towels and Cushions to name a few.

The company believes that direct marketing tools will help it reach the population of Ahmedabad. Do you agree with this belief ? Provide reasoning for your answer.

If the company plans to use direct marketing in future, which tools or forms of direct marketing should it use to reach its target market ? Explain.

- (C) What are the market challenger strategies frequently used by competing companies in the industry ? Exemplify.

5. Write short notes on the following : [Any **TWO**]

**14**

- (1) Product level classification for the product – ‘Sunglasses’ and ‘Microwaves’
  - (2) Major channel management decisions
  - (3) Out of home [OOH] media options for an ‘English speaking Coaching class’
  - (4) Merits of having strong branding.
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