

Seat No. : _____

AD-123

April-2023

Int. MBA, Sem.-VIII

Advanced Marketing Management

Time : 2:30 Hours]

[Max. Marks : 70

1. (a) Explain the following terms briefly : (any **three**) **6**
- (1) Value Chain
 - (2) Selective Distribution
 - (3) Meta Market
 - (4) Holistic Marketing concept
 - (5) Ethnographic Research
 - (6) Marketing Plan
 - (7) Hypermarket

- (b) Relate the following case information to any **TWO** environments according to PEST analysis. **8**

OLX Group is a Dutch online market place headquartered in Amsterdam. The OLX consumer brand originated as OnLine eXchange in 2006. OLX Group is owned by Prosus, the international assets division of Naspers. OLX was founded in 2006 by Fabrice Grinda and Alec Oxenford. The founders thought about bringing an online platform into existence with the help of which consumers will be able to sell unwanted commodities at no cost to themselves!

OLX is a marketplace where both buying and selling of products such as furniture, electronic gadgets, cars, accessories, bikes and household items goes on! It is a space that is currently serving more than 300 million people each passing month. OLX operates an online marketplace for consumer-to-consumer sales, particularly targeting users in emerging markets, with a view to providing a safe, reliable and efficient way for consumers to buy and sell goods.

They pinpointed certain aspects that would be key to the platform, including: social integration with Facebook and Twitter and the ability to see pictures and videos; mobile access, with smartphones the .principal link to the internet for consumers in emerging markets; a free service, especially in countries where credit card usage is not high. OLX provides a user friendly and flexible experience that can be access either through mobile and desktop browsers or via the Company's mobile applications.

OR

- (a) Explain the steps of consumer decision making process for a complex product like a two wheeler. 9
- (b) List out various pricing adaptation policies that can be used by marketers and explain any one in detail. 5
2. Attempt any **two** : 14
- (a) Write a detailed note on ‘Standardization versus Adaptation’ with relevant examples for each.
- (b) Explain the major types of distribution related conflicts. How can they be resolved ?
- (c) Discuss the product line decisions that a company may take to fulfil its objectives.
3. Positioning is more about how you differentiate your products as expressed by ‘Differentiate or Die’. List the various ways in which marketers achieve product and service differentiation. Give examples for each. 14
- OR**
- (a) Explain in detail with relevant examples various patterns available for target market selection. 7
- (b) Describe different types of buying situations an organization may come across. Also elaborate on systems buying and selling. 7
4. (a) Which are the major challenger strategies available to firms ? Explain with relevant examples for each. 7
- (b) Define Branding. Explain various decisions related to brand name sponsor choice. Give appropriate examples for each. 7
- OR**
- Explain in detail various service characteristics related to ‘Airlines’. [Be specific to Airlines example only. 14
5. (a) Describe the major marketing decisions that a Retail Organization like a speciality store will have to take. How can private labels add to their success ? 10
- OR**
- (a) As an Advertising agency, you have been hired to design the print and OOH advertisements for an upcoming salon in Ahmedabad. Explain how you will consider the 5Ms of Advertising in this context. 10
- (b) Differentiate between ‘Selling’ and ‘Marketing’ orientation and explain the difference with respect to the product ‘Pens’. 4
- OR**
- (b) Elaborate on the creativity techniques used by marketers to generate ideas. 4