

Seat No. : _____

AH-120

April-2015

IV Year M.B.A., (Integrated)

Advanced Marketing Management

Time : 3 Hours]

[Max. Marks : 100

1. Write short notes on any **FOUR** from the following : **20**
- (A) Marketing Intelligence
 - (B) Selling v/s Marketing Concept
 - (C) Marketing Metrics
 - (D) Marketing Plan
 - (E) Core Competencies

2. (A) For any **ONE** of the following product, discuss in detail which factors will influence consumer buying behavior. **10**
- (a) A3 Bedroom Luxury apartment
 - (b) A wrist watch

- (B) Explain in detail the stages in the buying process for a product in B-2-B market. **10**

OR

- (B) A leading firm from Chennai is intending to enter foreign markets with its main product : Silk fabric. Suggest what entry strategies are available to it for the same.

3. (A) Explain the various target market selection strategies available in marketing. Draw suitable figures for the same and suggest atleast one example for each different type. **10**

- (B) Revathi Roy in 2007 made a humble beginning by launching a car rental service only for female customers with female taxi drivers with just ₹ 14 lakhs and only two cars in Mumbai. It has now grown into a mature service with many cars and a multi-fold investment with additional services like car driving academy with female teachers to meet the requirement of its female customers.

This caselet is an example of a market Nicher. Explain Market nicher strategies. How to create and grow them ? Also give atleast five other examples of market nichers in India or abroad. **10**

OR

- (B) Explain the concept of branding with details of various strategies available for branding products/services.
4. (A) Define POP and POD. Explain the various differentiation strategies available for service and product differentiation in positioning products/services. **10**
- (B) Explain the service characteristics in detail with the marketing implications. Provide suitable examples for the same. **10**

OR

- (A) A leading marketer describes the importance of pricing by describing it as the only marketing mix element [P] that brings in the revenues for the firms while all others are cost-oriented. Hence it is important to select the pricing method after due contemplation. Discuss in detail the various pricing methods available for the business firms.
- (B) Give illustrations of any two new products launched in India in the past one year. What do you think are the steps involved in the new product development process.
5. (A) Organized Retail sector is booming in India with many firms playing an active role in it. Explain the major types of retail formats found and its main characteristics. **10**

OR

- (A) Write a detailed note on 'Channel Management Decisions' in marketing management.
- (B) Define Direct Marketing. Explain the various tools available for direct marketing. **10**

OR

- (B) Explain the difference between Advertising and Sales Promotion. Which are the major sales promotion tools used for consumers, trade and sales force ? Explain.
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