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QP CODE: 54188

SYBCOM: Business Management- Marketing Management

Model Answer

Q1.

Q1. A(Mark each- any 10)		Q1. B (1mark each- Any 10)	
Sr. No	Fill in the blanks	Sr. No.	True or False
1	a. Proactive	1	True
2	d. All of these	2	True
3	a. C.K.Prahlad	3	False
4	c. Marketing audit	4	True
5	b. Strength	5	True
6	d. 5	6	True
7	a. Impulse	7	False
8	b. Short	8	False
9	b. Social responsibility	9	False
10	c. Tangible and intangible	10	False
11	a. Marginal costing	11	False
12	a. Image	12	True

Q2. a. Define marketing management: it is process of planning, organizing directing and controlling marketing activities to achieve predetermined objectives----- 2 marks.

Need of Marketing Management (6 points for 6 marks): meet increasing competition, improved method of distribution, reduce cost, increased price, introduction of new products, entry in global market, managing supply chain, develop marketing mix, rise in per capita income, increase in demand and production

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Q2.b. **Demographic environment- 3.5 marks:** size of population, sex ratio, literacy rate, life expectancy, density of population, rural urban divide, age composition; **Socio-cultural environment-** religions, festivals, dance & music, foods & cuisine, languages, family relationship-----**3.5 marks**

OR

Q2. **Bottom of pyramid marketing:** Bottom of pyramid is marketing to the largest but poorest customer- Indian examples: Tata Swatch; Khusiyon ki doli. **5 marks**

Factors contributing to the growth of bottom of pyramid marketing in India: 10 marks: saturation of developed markets; government initiatives; overcrowding in urban areas; access to information; competition; national objectives; growth opportunities; availability of credit

Q3. a. **'Companies should conduct SWOT analysis for their survival and growth-** identification of threats, weakness, opportunities, strength, effective planning, facilitates organizing of resources, optimum use of resources, flexibility in operations, survival and growth, corporate image, innovation, motivation to employees. **08 Marks**

b. **Michael Porter's competitive forces model:** Threat of new entrant, rivalry among competitors, bargaining power of suppliers, bargaining power of buyers, threat of substitute products. **(1.5 marks for each- 7marks)**

OR

Q3. c. **Note on strategic marketing:** Features/ importance: **08 marks**

d. **Areas to be considered for analyzing the competitors:** financial, technical, physical capabilities, share of market, potential strategy, strength and weakness **-07 marks**

Q4. a. **Distinguish between industrial goods marketing and consumer goods marketing:** Price, distribution, promotion, product, time etc- **08 marks.**

b. **Marketing strategies during product life cycle:** Product, pricing, Promotion and distribution strategies during Introduction, growth, maturity and decline stage - **07 marks**

OR

Q4. **New product development process:** idea generation, idea screening, concept testing, business analysis, product development, test marketing, commercialization, review of marketing performance- **15 marks**

Q5. **Factors affecting influencing pricing: Internal factors (7.5 marks):** cost, corporate image, objectives of firm, product, PLC, product line etc; **External Factors (7.5 marks)-**

competition, consumers, channels, demand, economic condition, financial incentives etc

OR

Q5.a. Any three pricing methods: break even, mark up, cost plus, marginal, going rate, differential, perceived etc- **08 marks**

b. Discuss importance of objectives: Survival, profit, sales, competitive effect, image differentiation, market skimming, early cash recovery, market entry barriers, customer satisfaction, social responsibility- **(Any 6 for 7 marks)**

Q6. a. Reasons for growth of middle income class in India: Economic, education and skill development, regional development, R& D, growth of private sector, growing use of technology, competition, government initiatives-**10 marks**

b. Define product positioning: it is the act of designing company's offering and image to occupy a distinctive image in the mind of the target market- **2 marks**

Various product positioning strategies (8 marks): using specific product features, positioning by price and quality, by use, by user category, by product class, by cultural symbols, by competitors, by product benefits, by corporate image, by emotions

OR

Q6. Write short note on the following: (Answer any 4 for 5 marks each)

1. International marketing environment
2. SWOT analysis of any one Indian company
3. Convenience and shopping goods
4. Skimming and penetration pricing strategy
5. Product levels
6. 4 As approach to BOP