



INDIAN INSTITUTE OF MATERIALS MANAGEMENT
Post Graduate Diploma in Materials Management
Paper 18 D
Marketing Management

June 2012

Date: 16.06.2012
Time: 2.00 p.m. to 5.00 p.m.

Max. Marks 100
Duration 3 hours

Instructions:

1. From Part A, contains 4 main questions (with 8 sub questions) each question carries 1 mark.
Total 32 marks
2. From Part B answer any 3 questions out of 5 questions. Each question carries 16 marks. Total 48 marks
3. Part – C is case study with sub questions. Read the case carefully and answer the sub questions 20 marks.

PART-A

(1 x 32 = 32 marks)

1) What do the following Abbreviations stand for?:

- a) RFM
- b) VMS
- c) SCM
- d) AIDA
- e) USP
- f) CRM
- g) KRA
- h) ILI

2) State TRUE or FALSE.

- a) Forrester Effect is popularly called the Bullwhip Effect.
- b) In Perfect Competition there are very large number of Sellers and Buyers perceiving all products in a category as the same
- c) Gross Profit = Sales Turnover - Cost of Sales
- d) Publicity is non-personal paid form of communication.

Fill in the Blanks

- e) Direct Marketing through Telephone is called _____
- f) _____ strategy refers to the firm's desire to skim the market by Selling at a premium price.
- g) _____ price strategy refers to firm's desire to gain a foothold in a highly competitive market.

h) A Service is an _____ product.

3) Match Part I with Part II

Part I

- i) Peter Drucker
- ii) Peters & Waterman
- iii) Lauterborn

Part II

- a) 4 C's
- b) 4 P 's
- c) Propogated MBO

Part I

- iv) Prof E. Jerome Mc Carthy
- v) Philip Kotler & Sidney J.levy
- vi) Al Ries & Jack Trout
- vii) Michael Porter
- viii) B.H. Booms & M.J Bitner

Part II

- d) Attributes of Excellent Companies
- e) Eight major demand states.
- f) Competitive Forces
- g) People, Physical Evidence & Process
- h) Positioning

4) Match Part 1 with Part II

Part I

- i) Need
- ii) Want
- iii) Customer Satisfaction
- iv) Demand
- v) Unsolicited mail

Part II

- a) A desire for specific thing
- b) A deprivation of basic satisfaction
- c) A desire, willingness and ability to pay
- d) It measures how products and services supplied by a Company meet customer expectation.
- e) Credit Rating Agency

- vi) Perlmutter L (1967)
- vii) Interstitials
- viii) Cookie
- f) An electronic device typically collects the information on users.
- g) A common mail sent to a large number of customers with a general Sales Message.
- h) These Ads. appear on the computer
- i) Visitor is waiting for site contents to download.

PART-B (answer any three) 16 x 3 = 48 marks

- 5 a) Discuss the 4P's of Marketing ?
 - b) Distinguish between Qualitative and Quantitative Research?

- 6 a) Discuss 7'S Framework for developing Marketing Oriented Organizations.
 - b) Explain Maslow's needs hierarchy theory.

- 7 a) What are the determinants of Micro-Environmental Analysis? Discuss.
 - b) Explain MBO.

- 8 a) Define Consumer Behaviour? What is the need of studying Consumer Behaviour?
 - b) What are the different leadership styles?

- 9 a) What are the different factors affecting the feasibility of segmentation?
 - b) Explain Boston Consulting Group (BCG) Share Matrix?

PART-C

20 marks

10. Case

Mr Harish Jain, CEO of Energetic Enterprises, has established the firm for the manufacture and marketing of an innovative product. The firm earned a reputation of its product within two years of its inception and enjoyed monopoly position in the market for its product. Now it has a turnover of about Rs.80 crores.

Three years back, some firms entered the market and offered cheap substitutes which were of better quality. This year, Mr. Harish Jain is worried because about 40% of the market share has already been taken away by the new firms and he is not able to check this trend.

Mr. Jain has been looking after both production and marketing functions though finance is being looked after by a finance manager having a professional degree in chartered accountancy. Mr. Jain has recently lowered the price of his product to fight competition, but even this has not helped. He has now approached you for advice to stabilize his sales volume.

Questions:

1. Analyse the case.
2. Identify the strong and weak points of this case.
3. What environmental factors have caused a worry to Mr. Jain ?
4. What is the orientation of Mr. Jain in selling his product?
5. As a consultant, what strategies would you suggest to check further fall in market share?
