



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

June 2013

Post Graduate Diploma in Materials Management
Paper 18 D
Marketing Management

Date: 15.06.2013

Max. Marks 100

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

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 x32 = 32 marks

Q1. True or false:

- a. Barter system is still practiced between nations.
- b. Marketing is used in both for-profit and not-for-profit organizations.
- c. When the want is backed by purchasing power, it is called demand.
- d. According to Abraham Maslow, human needs are arranged in hierarchy and the people try to satisfy the most important needs at the last.
- e. Product positioning is positioning the product in the mind of the prospect.
- f. A market oriented mission statement defines business in forms of satisfying consumer needs.
- g. Strategic planning is developing a strategy to meet competition.
- h. Relationship marketing refers to long term and mutually beneficial higher value exchanges.

Q2. Fill in the blanks:

- a. The selling starts with the _____ and focus in on existing product.
- b. Re-engineering refers to redesign of _____ in an organization for better output.
- c. Market leader is the first _____ in the market to develop a product.
- d. A niche marketer focuses on _____ in small sub-segment.
- e. The term data mining refers to automated data analysis stored in a _____.
- f. Marketing research companies help managers in _____.
- g. Logistics can be classified as an enterprise planning for _____.

- h. Horizontal marketing occurs when two or more companies _____ to exploit a market.

Q3. Give full form of the following:

- i. USP
- ii. NSIC
- iii. PLC
- iv. ROI
- v. TNC
- vi. FMCG
- vii. SKU
- viii. CRM

Q4. Define the term (any four): 2 marks each

- a. Reference group
- b. Marketing mix
- c. 4 C's in marketing
- d. B2B business
- e. Marketing Information System

PART B

(any three from the following)

16 marks each

- Q5. What are the important external sources of data for marketing decision making?
- Q6. How to develop marketing strategies for service marketing?
- Q7. What are the significances of branding a product?
- Q8. What are the factors influencing the distribution decision of a company?
- Q9. Write short notes on any 4 of the following:
- a. Market segmentation.
 - b. Environmental scanning.
 - c. Factors influencing consumer buying behaviour.
 - d. Motivation of channel members.
 - e. Brand loyalty.

PART C

Q10. Case Study

(20 marks):

Lucky Goldstar (LG), the South Korean consumer electronics brand is still one of the preferred white goods brands in India. It is the number 2 player in terms of sales volume of refrigerator, Colour TV, micro-Oven and washing machine. In 1997, the Foreign Investment Promotion Board gave the company permission to set up its own factory in India to make washing machines and refrigerators.

From a turnover of Rs.150 crores in 1977, it registered an increase of Rs.6500 crores in 2004 and Rs.9000 crores in 2005. The rural market accounts for 30% of total sales and its strategy is to push rural marketing by way of pyramid sales structure with 78 remote area offices (RAOs). The RAOs are connected to the Central office through V-SAT and Internet.

LG recognised the price sensitiveness of Indian market. LG offered a range of bright colours of refrigerators. But that was in the past. Economy and value for money is no longer going to be the corner stone of LG's India strategy. In the next five years LG will concentrate on building a premium brand targeting 10% of earnings from premium products.

Questions

- a) Study the case and identify the strength of LG
- b) Prepare a SWOT analysis of LG
- c) What marketing strategy to be adopted by LG to reach the premium market in India?.
