



**INDIAN INSTITUTE OF MATERIALS MANAGEMENT**

**Post Graduate Diploma in Materials Management**

**June 2014**

**Paper 18 D**

**Marketing Management**

**Date: 21.06.2014**

**Max. Marks 100**

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

**Duration 3 hours**

**Instructions:**

1. From Part A, ( compulsory), 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 (compulsory) Read the case carefully and answer the sub questions **20 marks.**
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**PART – A ( compulsory)**

**32 marks**

**Q.1 State TRUE/ FALSE**

**( 1 x 8 = 8 marks)**

1. most Retailing is conducted in physical stores of various types -
2. Special skills are required for developing an advertising campaign.-
- 3.Rapid advancement in technology attributed for the complexity of marketing activity.
- 4Production centers resulted in emergence of towns & cities.
5. A company exists primarily to serve its customers.
6. Value is a combination of quantity service & cost.
- 7 Marketing should not be considered as a central business function.
- 8.Markets can be classified on the basis of geographical coverage.

**Q-2 Match the following**

8 marks

**A**

- a) Barter system -
- b) Customer centric-
- c) Marketing mix-
- d) Market research -
- e) Physical distribution
- f) values & beliefs -
- g) societal marketing
- h) advanced technology -

**B**

- 1) Surveys
- 2) 4's P
- 3) Moneyless economy
- 4) more profitable
- 5) culture of an organisation
- 6) introduced new products
- 7) efficient movement of goods
- 8) society welfare

**Q-3 Elaborate**

**4x2=8 marks**

- 1) PEST analysis-
- 2) Market research
- 3) Consumer goods-
- 4) Direct marketing-

**Q-4 Define the term .**

**4x2=8marks**

- 1) customer-
- 2) Product-
- 3) retailing-
- 4) Customer delight

## **PART B**

**(48 marks)**

**Write any THREE questions out of five i.e, Q-5 to Q-9 ( 16 marks each )**

- Q-5 a) Discuss the relevance of corporate strategic planning for a company ?  
b) explain in detail SWOT analysis ?
- Q-6 a) Comment on why marketing research is the need of an hour for an organization?  
b) Discuss in detail the various methods by which sales forecasting can be done?
- Q-7 a) What are the advantages of market segmentation?  
b) Choose two product or services and explain how they are positioned in the market place?
- Q-8 a) Discuss product life cycle (PLC)  
b) Explain the process of innovation?
- Q-9 Write SHORT notes any **four (4\*4=16)**
- a) Brand
  - b) Media decisions
  - c) Telemarketing
  - d) Service
  - e) Joint ventures

## **PART-C**

**(Total marks- 20)**

### **Q-10 Compulsory-**

Welcome Airlines had been operating for 20 years and had survived ups and down after the open skies policy. They are operating small city routes. The company managed a modest profit every year, in spite of existence of other big airlines in the market.

Welcome airlines is facing challenge of reduction of their market share by 20%

The President of the company hired an energetic young marketing manager Mr. Sameer who launched a new service- Air Taxi service of Chartered Aircraft for the Airlines.

In promotion strategy of media planning Mr. sameer has given preference to radio media which was largest advertisement expenditure for the company.

Mr . sameer couldn't understand what went wrong as it causes a great loss to the company.

Questions on the case study-

- a) Where did Mr.Sameer go wrong according to you?
- b) Develop a fresh Advertising strategy for Welcome Airlines
- c) Was radio the right media ?
- d) Which according to you is the right media and why?
- e) Develop a sales promotion strategy for the company?

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