



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Post Graduate Diploma in Materials Management

June 2016

Paper 18 D (New)

Marketing Management

Date: 18.06.2016

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

32 marks

(Compulsory, each question carries 1 mark)

Q1. Match the following:

8 marks

- | | |
|-------------------------|-------------------------------|
| 1. Value Chain Analysis | A. Retrenchment Strategy |
| 2. Service Triangle | B. Industry Analysis |
| 3. Dogs | C. Macro Environment Analysis |
| 4. Process | D. Strategic Intent |
| 5. AbrahamMaslow | E. Interactive Marketing |
| 6. Mission | F. Michael Porter |
| 7. PESTEL | G. 7Ps |
| 8. Five Force Model | H. Self-Actualization |

Q2. Fill in the Blank

8 marks

- A. _____ is non-personal communication that is typically in the form of news story and is transmitted through the mass media.
- B. _____ is a form of market in which there are a large number of buyers and seller buying /selling homogeneous product with no barrier on entry and exit.
- C. Unfavorable economic conditions, decline in profit and sales and change in trends describe _____ stage of PLC.
- D. Theory of Mercantilism propagates: encourage exports and discourage _____.
- E. _____, the dimension of service quality is defined as the ability to perform the promised service dependably and accurately.

- F. _____ is comparing market share of a company with that of its next biggest competitor.
- G. _____ testing refers to conducting laboratory tests while beta testing means that a sample of customers use the product prototype and give their feedback.
- H. The deliberate decision to cut down the number of items in product line(s) is termed as _____.

Q3. True/False

8 marks

- A. Physical evidence increases the risk perception by customers by offering tangible evidence of the promised service delivery.
- B. Media scanning is the process of scanning competitor's ads to arrange a unique media plan so that they do not coincide.
- C. Maturity is the last stage of Product life cycle.
- D. Market segmentation is the process of dividing the homogeneous markets into heterogeneous sub-groups of consumers.
- E. A service is an intangible product involving a deed, a performance, or an effort that cannot be physically possessed.
- F. Demographic environment refers to the factors related with population i.e. size, growth rate, age and distribution, religious composition and literacy levels.
- G. A more narrowly defined group of potential customers is termed as mass marketing.
- H. Physiological needs form the foundation of Maslow's need hierarchy.

Q4. Expand the following terms:

8 marks

- A. PoP
- B. PEST
- C. VMS
- D. SCM
- E. TQM
- F. USP
- G. MI
- H. KM

PART B

(48 marks)

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

- Q5. U&I garments Limited is a company that manufacture organic cotton clothing. The garments are made with organic cotton yarn that is not only safe but skin friendly also. As a marketer give your suggestions to the company outlining a marketing research process to study the consumer attitude towards organic cotton clothing.
- Q6. As a marketer, narrate your understanding about the consumer's buying behavior. Identify the different buying roles played in making and giving inputs into the buying decision for purchase of a smart phone by a teenager and discuss how different marketing campaigns might be targeted towards different individuals.
- Q7. Elaborate the various foreign market entry strategies and discuss its advantages and disadvantages.

- Q8. Discuss how Samsung has been able to remain ahead of times by enlivening the products life cycle of its leading smart phone model 'GALAXY'. Discuss the different stages in a Product Life Cycle (PLC).
- Q9. Nestle's instant noodle 'Maggi' is available in packs of different sizes (Chota Maggi, Hungroo Pack, Family Pack, Regular Pack) at a wide range of price in the market. What do you think is the marketing strategy behind such type of pricing?

PART-C

(Total marks- 20)

Q-10 Read the following case and attempt the questions given at the end:

A consumer product company is considering the development and launch of a new mosquito repellent. This product would consist of a liquid dispenser, much like deodorant containers, you are familiar with. The mosquito repellent easily comes out from the nozzle and rapidly spreads in vapor when its push-button release is pressed lightly. Only a small amount of repellent is dispensed with each press and is mildly perfumed. The chemical used is completely non-toxic for humans and pets. Only 5 ml. of repellent is enough for a room measuring 14x12 sq. feet and its effect persists for two days after the room is sprayed just once.

- A. Discuss, how you will be undertaking the concept testing of this new mosquito repellent before its launch?
- B. What are the limitations and challenges in concept testing?
