



INDIAN INSTITUTE OF MATERIALS MANAGEMENT
Post Graduate Diploma in Materials Management

June 2017

Paper 18 D

Marketing Management

Date: 17.06.2017

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. Strength & Weakness | A. Intangible |
| 2. Services | B. Purpose of Business |
| 3. Balance Score Card | C. Premium Price |
| 4. Mission | D. Threat of substitute products & service |
| 5. Abraham Maslow | E. Frontal Attacks |
| 6. Market Challenger Strategies | F. Internal Environment |
| 7. Skimming Pricing | G. Self-Actualization |
| 8. Five Force Model | H. Norton & Kaplan |

Q2. Fill in the Blanks

8 marks

- A. _____ refers to the newly emerging trend in marketing where by marketing has moved from a transactional based effort to a conversation based activity.
- B. _____ refers to storing subject-based, integrated, non-volatile, time variant data in support of managerial decisions.
- C. Zeithmal, Parasuraman and Berry define _____ as the customers' perception of how well a service meets or exceeds their expectation.
- D. _____ pricing strategy involves a firm to differentiate its price across different market segments.
- E. The 'Forrester Effect' is also popularly called the _____.

- F. Unfavorable economic conditions, decline in profit and sales and change in trends describe the _____ stage of Product Life Cycle.
- G. Referring to BCG matrix, _____ are categorized as the businesses with a low market share in slow-growth industries.
- H. _____ is a global partnership among 178 countries, international institutions, non-government organizations (NGOs), and the private sector to address global environmental issues while supporting national sustainable development initiatives.

Q3. True/False

8 marks

- A. Marketing is the process of identifying, anticipating and satisfying consumer requirements profitably.
- B. Segmentation is a process of extending a brand name to more products.
- C. Under differential pricing policy manufacturer charges very high price in the initial period then reduces gradually.
- D. Marketing is consumer oriented.
- E. In demographic segmentation, market is divided on the basis of variables such as nations, regions, cities, states, locality etc.
- F. The process of creating, maintaining & enhancing valued relations with customers is Management Information System.
- G. According to Abraham Maslow, human need can be arranged in a hierarchy.
- H. In services marketing, services can be easily separated from the service provider.

Q4. Expand the following terms:

8 marks

- A. OTC
- B. TOWS
- C. UVP
- D. CRM
- E. PLC
- F. MIS
- G. 4Ps
- H. STP

PART B

(48 marks)

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

- Q5.** What do you mean by marketing of services? What are the reasons for the growth of service sector in India?
- Q6.** Explain various stages of Product Life Cycle (PLC). Discuss possible marketing strategies for these stages of PLC.
- Q7.** What is the importance of Sales Planning and Sales Forecasting for any company and what are various methods of Sales Forecasting?
- Q8.** What are the steps involved in Decision-making Process of Consumer? Explain in detail the Post-purchasing Behaviour of Consumer.
- Q9.** Design an Advertising Copy for the following products in the Print Media:
(a) Touch Screen Handset (b) DTH Service Provider

PART-C

(Total marks- 20)

(compulsory)

- Q-10** Read the case of the “Colgate Fights Back” and answer the questions given at the end of the case:

Colgate Fights Back

Colgate has a 51% share in the Indian oral care market and has been a dominant player and market leader for a long time. Dental Cream (CDC) is Colgate’s core brand and the largest selling toothpaste brand in the Indian oral care market with a 39% market share. As a core brand and market leader it generates positive cash flows and is highly profitable. However, it is for these reasons that it is constantly under threat from rival brands Pepsodent and Close-Up, both owned by Hindustan Lever.

In order to defend its position Colgate launched the Colgate Dental Cream brand in 2001 with a new positioning, and also introduced two new brands, Colgate Herbal, targeted at traditional consumers who prefer natural ingredients, and Colgate Cibaca Top, targeted at the price-sensitive economy segment. This defensive flanking strategy afforded some self-protection, and helped to avoid a frontal battle with Hindustan Lever.

From a challenger's perspective Hindustan Lever faced a huge task trying to dislodge the well-entrenched market leader. In an effort to avoid a frontal attack and all the ensuing costs it repositioned its own brands to attack Colgate's vulnerable flanks. The new positioning saw Close-Up repositioning on freshness, and Pepsodent adopted a health-value proposition, and in so doing challenged Colgate's established claim in this area.

By consolidating its brand strategy with the Colgate Dental Cream and developing target flanker brands, Colgate repelled the threat of direct attack. To some extent, therefore, the defensive flanking strategy beat off the attacking flanking strategy of the market challenger.

- a) Using each of the attack strategies, suggest ways in which Close-Up might be used to attack CDC. (10)
- b) Using each of the defence strategies, suggest ways in which CDC might shield its market leader position. **Based on the toothpaste market in India, identify a market niche** (10)
