

**DEC-2009**

**INDIAN INSTITUTE OF MATERIALS MANAGEMENT  
Post Graduate Diploma in Materials Management**

**Paper 18 d  
Marketing Management**

**Date: 15.12.2009  
Time: 2.00pm to 5.00pm**

**Max. marks: 100  
Duration: 3 Hours**

**Instruction:**

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

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**Part - A**

**Total Marks: 32**

**Q.1 STATE TRUE OR FALSE**

1. Needs are basic human requirements, wants are need directed to product while demand is want accompanied by buyers ability to pay.
2. Loyalty is not at all related with customer value.
3. Techniques like Delphi, Regression analysis can be used for forecasting method.
4. Data mining extract information from known database.
5. Potential market is a set of consumers who shows interest in marketers offer.
6. In B2B marketing we should trade channel and mass communication.
7. Price remains a critical element of marketing mix.
8. A nicher market serves large segment, than market follower.

**Q.2 WRITE FULL FORM OF FOLLOWING**

1. SCM
2. DMU
3. CRM
4. SBU
5. BCG
6. TQM
7. WTO
8. B2C

**Q.3 WRITE IN BRIEF, ANY FOUR (2 Marks Each)**

- a) Sales Management Vs Marketing Management.
- b) Methods of Marketing Research.
- c) Positioning Techniques.
- d) Factors for determining market demand.
- e) Step of Marketing Plan

#### **Q.4 MATCH THE COLUMNS**

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|--------------------------|--|
| 1. Product mix           | a) Fixed fee plus a variable usage fee   |
| 2. Two part pricing      | b) Product's look and feel to the buyer  |
| 3. Product line          | c) The set of beliefs, ideas and Impressions a person holds regarding an object. |
| 4. Style                 | d) Company's game plan achieving goals.  |
| 5. Secondary Information | e) Homogenous group of user.   |
| 6. Image                 | f) Published, printed data   |
| 7. Segment               | g) Group of product for particular class.  |
| 8. Strategy              | h) Number of products carried.   |

#### **Part - B**

- Q.5 A)** What are the functions of marketing? What are the ten types of marketing entities? **(08)**
- B) How do consumer judge service quality? What a service marketer should do to ensure service quality **(08)**
- Q.6)** How packaging is important in marketing? What are the main decision areas in packaging? Discuss each in brief. **(16)**
- Q.7)** A) Explain the Organizational buying process? **(08)**  
B) What is brand positioning? How does it defer from Target Marketing? **(08)**
- Q.8)** Define Marketing Research. Explain Marketing Research in detail. **(16)**
- Q.9.** What is 'Core Marketing Concept'? Explain the relation between the elements of 'Core Marketing Concept'? **(16)**

## Part –C

### **Q.10**

TITAN Industries Limited, formerly TITAN WATCHES, is a joint venture of TATA group and The Tamilnadu Industrial Development Corporation. It was promoted in the year 1987. By the year 1990, TITAN emerged as the leader in the Indian quartz watch market, selling six million watches with 60 per cent market share. The watches are currently sold in 40 countries through marketing subsidiaries in London, Dubai and Singapore. Titan's expertise in marketing and brand building has elevated Titan to therefore front of Indian brands. Titan has been ranked as India's leading consumer durables marketing company. Winning awards for excellence has become a way of life with TITAN.

Titan adopted an aggressive product strategy. They offered a wide and attractive range of quality watches. They offered Dual Time, World Time, Alarm and Long-Battery-Life Watches. Titan offered a product that combined quality and fashion. Opting for quartz was another important technological decision. Titan went in for the most modern technology and the best international collaboration. TITAN flew down technicians from Europe to train its Indian Staff. To ensure quality TITAN resort to Vertical Integration. They started manufacturing watch cases and other components.

Titan positioned their watches as an ornament. It is not a product showing time, watches are expressions of taste and style. It is the most popular gift item to parents, children and life partners. High profile distribution was dominated by the showroom concept. Titan opted for franchising and was very selective. Now, there are more than 6,000 retail shops. They are backed by an excellent service network. They under priced battery, repair & service charges.

In promotion too, TITAN chose an aggressive approach. They spend over Rs.20 crores per year for advertising. While TITAN has conquered all domestic players, global competition poses a new challenge. Import Liberalization and Import duty reduction will force TITAN to modify its marketing strategy.

### **Answer the following Questions.**

A. Explain the following Marketing Mix variables of TITAN.

**(i) Product (ii) Promotion (iii) Price (iv) Placement. (10)**

B. Explain the main components of Titan's marketing strategy. **(10)**