

**INDIAN INSTITUTE OF MATERIALS MANAGEMENT**

**DEC-2010**

**Post Graduate Diploma in Materials Management**

**Paper 18 d**

**Marketing Management**

**Date: 19.12.2010**

**Max. Marks: 100**

**Time: 2.00pm to 5.00pm**

**Duration: 3 Hours**

**Instructions:**

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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Q.1. True or False:

- a) Marketing starts with customers & ends with customers.
- b) Marketing is a social process.
- c) When the want is backed by buying power it is not a demand.
- d) The basic needs are biogenic in nature.
- e) Value means quantity, service, cost.
- f) Loyalty can be ensure by delighting customer.
- g) Promotion is the key element of marketing program.
- h) Price is a major factor that influences the customer.

Q.2. Give full-form of the following.

- i) STP
- ii) BCG
- III) USP
- IV) UVP

V) TOM

VI)POP

VII)VSM

VIII)ROI

Q.3. Define in Brief (Any four)

a) B2B selling.

b) Test Market

c)Brand

d)Service

e)MIS

Q.4 Fill in the blanks

1)4 P's are product,price,place\_\_\_\_\_

2)selling starts with the \_\_\_\_\_

3)Marketing start with \_\_\_\_\_

4)5C analysis company,\_\_\_\_\_,competitors,collaborators,climate

5)PEST is political,economic,societal & \_\_\_\_\_factors analysis.

6)SWOT analysis –\_\_\_\_\_weakness\_\_\_\_\_, threats.

7) No product is sold without \_\_\_\_\_ backup.

### **PART – B**

Q.5. a)What is MIS? & how it serves to Marketing Manager?

Q.6. a)SWOT analysis with example?

b) Explain Trade promotions?

Q.7. a)What do you mean by Service quality ? discuss it in detail with the help of suitable example?

b) write the concept of Marketing audit?

Q.8. Explain complete process of new product development with example?

Q.9. Short Notes: any 4

- a) Direct Marketing.
- b) Consumer Behavior.
- c) International Trade .
- d) SWOT Analysis.
- e) Supply chain management.
- f) Product Life Cycle.

### **PART - C**

Q.10. Case Study:

All the big players in the Rs. 700 crore fairness products market in India admitted that at least 25% of their users were male.

Emami launched its fair & Handsome skin lightening cream for men. HLL has now hit back with fair & Lovely Menz Active.

“ we have always been aware that a significant male user base existed within Fair & Lovely itself, and hence there was always need to Launch a variant that understands and takes care of unique requirements of men”, says vice president , skin care , HLL.

Questions:-

- 1) Explain customer perception of values.?
- 2) Explain the significance of market leader?
- 3) Identify which type of Market Leader Strategy have been adopted by HLL?