

INDIAN INSTITUTE OF MATERIALS MANAGEMENT

JUN-2010

Post Graduate Diploma in Materials Management

Paper 18 d

Marketing Management

Date: 19.6.2010

Max. marks: 100

Time: 2.00pm to 5.00pm

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

PART A

Q.1. State True or False

- a) Belongingness expression, esteem, power are considered as secondary needs
- b) When the want is not backed by purchasing power it is called as demand.
- c) 4 Ps: Product, Price, Place, Presentation.
- e) 4 Cs: Customer benefit, communication, customer Convenience, customer care.
- f) Marketing myopia means short-sightedness about business.
- g) Macro environment consist of suppliers, consumer, marketing, intermediaries.
- h) Free trade means no restrictions on trade.

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

- i) GEF.
- ii) FDI.
- III) IMF.
- IV) B2B.
- V) MI
- VI) DMU.
- VII) KM
- VIII) SI.

Q.3. Define in Brief (Any four)

(Marks – 2 each)

- a) Consumer behavior.
- b) Market Segmentation.
- c) Differentiation.
- d) SWOT Analysis.
- e) Marketing Research.

Q.4. Match the following.

Sr.No.		Sr.No.	
A	Marketing Audit	I	Information Distortion.
B	New Product	II	Bringing a service to attention
C	Prospecting	III	Profit objective.
D	Advertising	IV	Biased Behavioral Response
E	ROI	V	Hybrid Channels.
F	Forrester effect	VI	Innovative Benefits.
G	Multichannel systems	VII	Locating New Potential Customer
H	Brand Loyalty	VIII	Marketing Evaluation

PART – B

- Q.5. (a) How would you define Marketing?
(b) Discuss the Evaluation of Marketing?
- Q.6. (a) Explain pricing strategies? It's different types?
(b) What is Marketing mix Dynamics?
- Q.7. (a) "Socio-Cultural factors in every country have significant effect
On society and culture" discuss ?
(b) What influences consumer buying decision process?
- Q.8. (a) "Without a strategy, the organization is like a ship without a
rudder" take a overview of strategic planning?
- Q.9. a) Describe different stages of product life cycle? Do all product
follow this pattern?
b) Differentiate between physical distribution and logistics?

PART- C

Q.10. Case Study....

Mr. Rajesh Kumar a fresh chemical engineer with MBA in marketing developed a new detergent powders with special features. With limited capital available with him, he started manufacturing and marketing his new detergent under the brand name "Whitoo". Mr. Kumar decided to price his detergent much lower than the other detergents available in the market. His objective was to make his product popular among the masses. His pricing strategy paid rich dividend as "Whitoo" became an instant success and the market demand was growing rapidly.

With the help of new financial strength acquired Mr. Kumar developed a premium quality luxury bathing soap with a unique combination of colour, perfume, and size. The cost price of this luxurious price was high. However Mr. Kumar again priced it substantially lower as compared to similar soaps available in the market. He was selling his high quality soap at a low profit margin.

Questions:

- 1) Name the pricing policy introduced by Mr. Kumar in the case of detergent powder?
- 2) Do you feel that Mr. Kumar committed a pricing mistake in the case of bathing soap?
- 3) Explain the net effect on profitability if Mr. Kumar had adapted skimming the cream pricing in the case of luxury soap?
- 4) Will you recommend below cost pricing to Mr. Kumar?