



INDIAN INSTITUTE OF MATERIALS MANAGEMENT
Post Graduate Diploma in Materials Management
Paper 18 D
MARKETING MANAGEMENT

Dec 2016

Date: 18.12.2016

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 carry 1 marks)

Q. 1 Expand the following abbreviations.

- a. BCG
- b. CRM
- c. CPV
- d. SBU
- e. RLC
- f. DTC
- g. IMRB
- h. CAM

Q. 2 Match the following.

Column A

- a. 4Ps
- b. Philip Kotler
- c. Price
- d. Flanking Attack Strategy
- e. Bonus Pack
- f. Seven S
- g. Throdore Levitt
- h. 4 C's

Column B

- a. Taller of modern marketing
- b. Customer cost
- c. Market oriented organization
- d. Marketing Myopia
- e. Offered free
- f. Lanterborn
- g. Marketing Mix
- h. More market segments

Q.3 True or False.

- a. A Premium may be free or below MRP.
- b. Prospecting is identifying the potential Target customer.
- c. ALDA is Attention, Investment, Desire and Amalgamation.
- d. Most organizations find it difficult to reach their product to customer directly.
- e. Competency level of a company's sales force is not compared with that of competitor
- f. Customer data base in India has very good validity.
- g. Product branding is driven by customer Orientation
- h. Customer life time value is the present value of future cash flow

Q.4 Fill in the blanks_

- a. Value delivery is a connection between resources and (.....).
- b. Guerilla marketing involves making use of time & (.....).
- c. Marketing Research is a function of (.....).
- d. Marketing Research Design is the method of gathering (.....) data.
- e. Laddering is a method of (.....) collection.
- f. Marketing successes depends on timely (.....).
- g. A brand exists only when it finds a place in (.....) perception.
- h. Continuously Updating a product is product (.....).

PART – B

48 marks

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

Q.5 Write short note on any 4 of the following.

- a. Price sensitivity.
- b. Promotion Evaluation.
- c. Marketing audit.
- d. Marketing Segmentation.
- e. Customer Value Delivery.

Q.6 What is the role of media scanning in competitor's strategy tracking?

Q.7 Explain the Marketing Research Process

Q.8 What are the future challenges of marketing?

Q.9 Elaborate on the steps involved in the development of a new product. Differentiate between shopping products and specialty product?

PART-C

(Total marks- 20)

Q-10 Case study- Compulsory-

Lucky Goldstar (LG), the South Korean consumer electronics brand is still one of the preferred white goods brands in India. It is the number 2 player in terms of sales volume of refrigerator, Colour TV, micro-Oven and washing machine. In 1997, the Foreign Investment Promotion Board gave the company permission to set up its own factory in India to make washing machines and refrigerators.

From a turnover of Rs. 150 crores in 1977, it registered an increase of Rs. 6500 crores in 2004 and Rs.9000crores in 2005. The rural market accounts for 30% of total sales and its strategy is to push rural marketing by way of pyramid sales structure with 78 remote area offices (RAOs). The RAOs are connected to the Central office through V-SAT and Internet.

L G recognized the price sensitiveness of Indian market. LG offered a range of bright colours of refrigerators. But that was in the past. Economy and value for money is no longer going to be the corner stone of LG's India strategy. In the next five years LG will concentrate on building a premium brand targeting 10% of earnings from premium products.

Questions.

- a. Study the case and identify the strength of LG
- b. Prepare a SWOT analysis of LG
- c. What marketing strategy to be adopted by LG to reach the Premium market in India?
- d. How the LG can penetrate is to Rural marketing?
