



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Post Graduate Diploma in Materials Management

Dec 2017

Paper 18 D

Marketing Management

Date: 16.12.2017

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.

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**PART – A**

32 marks

(Compulsory, each question carries 1 mark)

**Q 1. Expand the Following**

8 Marks

- a. USP
- b. MSME
- c. ECGC
- d. PLC
- e. WIPO
- f. CAM
- g. CRM
- h. SEW

**Q 2. Match the following**

8 Marks

**A**

**B**

- a. Competitive Intelligence
- b. Niche Market
- c. Market follower
- d. Mass marketing
- e. Line filling
- f. Mecca cola
- g. Strategic Early warming
- h. Test Marketing

- a. Gilad
- b. Single offer
- c. missing items
- d. Fleisher
- e. small – sub segment
- f. copy the leader
- g. Anti – American sentiments
- h. Reaction of consumer

**Q 3. State True or False**

**8 Marks**

- a. Commercialization of introducing new product in the market.
- b. ORG-MARG is an export consultancy firm
- c. To collect primary data either qualitative or quantitative research is undertaken
- d. Double branding combines umbrella and product branding
- e. Forrester Effect is also called Bullwhip effect
- f. Government policy falls under environment characteristics
- g. Perishable product, indirect distribution is advisable
- h. Media advertising can generate enquiries

**Q 4. Fill in the blanks**

- a. E- Commerce is transfer of business informative using \_\_\_\_\_ means
- b. A company's mission statement focus on "who we are and what we \_\_\_\_\_"
- c. Knowledge management is heavily \_\_\_\_\_ driven
- d. Marketing orientation starts with the \_\_\_\_\_
- e. \_\_\_\_\_ sells more cars than Hindustan motors and Fiat in India
- f. Marketing information system collects information from internal and external \_\_\_\_\_
- g. \_\_\_\_\_ is most popular form of attitude scale
- h. \_\_\_\_\_ may function as an important factor influencing consumer choice of service.

**PART B**

**(48 marks)**

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

**Q5.** Explain the three types of Services Marketing

**Q6.** Why companies follow product – mix strategy ?

**Q7.** Explain the production, product, sales and marketing concepts.

**Q8.** Explain the market follower strategies with suitable examples

**Q9.** Write short notes on any four of the following

- a. Media scanning
- b. Competitor profile
- c. Customer Satisfaction through quality
- d. Factors affecting New Product Adoption
- e. Advertising objectives

## **PART – C**

### **(Case Study- compulsory)**

**20 marks**

#### **Q10.**

For the three months in 2010 Fair glow soap of Godrej has been growing at 40% due to advertisement agency. Within 2 years it became a Rs.100 crores brand (2012). But now the entire fairer soaps category – Godrej Fair Glow, Hindustan Levers Fair & Lovely and Emami's – Naturally Fair has shrunk to Rs. 80crores. In the entire soap market of Rs. 4000 crores, fairness segment is only 2 % of market share.

When Fair glow was launched in December 1999 it was very successful as most Indian Women associated beauty with fair skin

Fair glow soap was priced at Rs.11 for 75 gram compared to Rs.26 for 25 gram tube of Fair & lovely cream, But there were huge creditability issues to be tackled the stay-on proposition of creams, once applied cream stay on all day while soaps are wasted off while applying

The HLL, who launched Fair&lovely adopted massive advertisement in the Television Godrej adopted consumer campaigns offer like by 3 get one free. But consumers believe that fairness soaps – may not be as effective as fairness creams.

#### Questions on Case study

- a. What is the positioning strategy of Fair glow soap?
- b. Why this positioning strategy appeal to Indian women customers
- c. Why the fair glow extension work was a bad decision
- d. What are your suggestions to improve the sale of Fair Glow soap?

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