



Paper 18 D

Marketing Management

Date: 30.12.2018

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 carry 1 marks

**Q1. Expand the following**

- a. NCAER
- b. MRTPC
- c. WTO
- d. PLC
- e. USP
- f. CAM
- g. NPD
- h. MIS

**Q2. Match the following**

**A**

- a. Mc Carthy
- b. Sales Promotion
- c. Product Decision
- d. Tows Matrix
- e. Marketing Myopia
- f. Market leader
- g. Vertical Marketing
- h. Lauterborn

**B**

- a. Packaging
- b. 4P's
- c. Paper insertion
- d. Unaware of Market Development
- e. SWOT Analysis
- f. 4 C's
- g. Market share
- h. same target market

**Q1. Fill in the blanks**

- a. Multi channel marketing is also called as \_\_\_\_\_ channel
- b. Under \_\_\_\_\_ distribution all possible channels are used to distribute a product.
- c. \_\_\_\_\_ is the process of locating new potential customer
- d. Marketing \_\_\_\_\_ is the final method of marketing evaluation
- e. \_\_\_\_\_ is a method of direct marketing
- f. \_\_\_\_\_ suggested that in planning and distributing strategy a firm should consider value addition by channel.
- g. Early adopters tend to be \_\_\_\_\_ leaders in local reference group
- h. \_\_\_\_\_ risk is the risk associated with a new product.

**Q2. State True or False**

- a. Marketing Mix elements are product, price, place and people
- b. Marketing is the delivery of a standard of living to society.
- c. Selling starts with the seller and is pre occupied all the time with the needs of the seller
- d. Transport, storage functions are not part of the extensions of production function
- e. PEST analysis deals with product, economic, social and technological factors
- f. Before industrial revolution group of producers dominated the exchange process
- g. No product is sold without advertising support
- h. Economic environment determines the strength and size of the market

**PART – B**

**48 marks**

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

**Answer any 3 questions out of 5**

**(3X16=48 Marks)**

Q5. Explain Abraham Mashow's theory on hierarchy of needs

Q6. Outline the impact of internet in B2B marketing

Q7. Differentiate between Unique selling proposition and unique value proposition

Q8. What are the basic frameworks of strategic planning process in marketing

Q9. Explain the factors affecting new product adopting rate.

**Q-10 Read the following case and attempt the questions at the end (Compulsory)**

Amul is the market leader in the packed liquid milk segment and also in many milk products. Amul's annual turnover is around Rs. 25000 crores and considered as a cooperative giant. Amul's products are of very good quality and priced lower than its competitors in any liquid milk or milk products segment.

Millions of farmers are making their life out of pouring milk to Amul and the milk payment is computerized.

In these backdrop, a new competitor is entering the liquid milk market by launching "Organic Milk" and priced at much higher than other brands of milk including AMUL. Many Customers belonging to the higher income groups are buying the milk, as a result of many other brands lost their market share.

- a. What are the marketing strategies AMUL should take to protect its market share and further improve?
- b. What are the strategies AMUL should take to educate the consumers about Organic milk?
- c. Whether AMUL should also introduce organic milk and how?

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