



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

June 2015

Post Graduate Diploma in Materials Management

Paper 18 D (New)

Marketing Management

Date: 20.06.2015

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
(Compulsory, each question carries 1 mark)

32 marks

Q1. Match the following:

8 marks

- | | |
|---------------------------------|--------------------------|
| 1. Market Segmentation | A. Sales Promotion |
| 2. Marketing Mix | B. BCG Matrix |
| 3. Environment Appraisal | C. Interactive Marketing |
| 4. Promotion Mix | D. Industry Analysis |
| 5. Maslow Need Hierarchy | E. Neil H. Borden |
| 6. Michael Porter 5 force model | F. SWOT Analysis |
| 7. Service Triangle | G. Homogeneous Market |
| 8. Portfolio Analysis | H. Motivation Theory |

Q2. Fill in the Blanks

8 marks

- A. GDP, Inflation rate and per capita expenditure are the factors of _____ environment.
- B. _____ is a conceptual framework for a systematic analysis that facilities matching the external threats and opportunities with the internal weaknesses and strengths of the organization.
- C. A service is an _____ product involving a deed, a performance or an effort that cannot be physically possessed.
- D. _____ is the act of fixing the locus of the product offer in the minds of the target consumers.
- E. _____ Business is a transaction that occurs between a company and a consumer.

- F. _____ is defined as having the right type of product or service at right place, at the right time, for a right price and in the right condition.
- G. _____ is the measure to know how the products and services supplied by a company meet customer expectation.
- H. Home country orientation is another name to _____ approach of internationalization.

Q3. True/False

8 marks

- A. Demographic factors such as size of the population, population growth rate, age composition, household size, income levels etc. have significance implication on business.
- B. The exchange rate and inflation does not affect the pricing of the product in international market.
- C. Strengths are external conditions that are helpful to the achievement of the objective.
- D. Physiological needs are the highest order of needs as per Maslow's need hierarchy.
- E. SERVQUAL is the scale that measures product quality.
- F. Customer is an individual who buy goods and services for personal consumption.
- G. Family life cycle segmentation is based on the premise that at different phases of life, family unit needs different products and services.
- H. Sales promotions are designed to offer buyers a stimulus to buy on spot.

Q4. Expand the following terms:

8 marks

- A. B2B
- B. SBU
- C. UVP
- D. 7 P's
- E. EPRG framework
- F. STP
- G. PSET Analysis
- H. MKIS

PART B

(48 marks)

Write any THREE questions out of five i.e. Q-5 to Q-9

(16 marks each)

- Q5. What is the marketing mix and discuss the difference between sales and marketing.
- Q6. Looking at the socio-cultural patterns and eating habits of the buyers, analyze the marketing environment for the grocery retail industry in your state.
- Q7. Explain the product lifecycle and identify the key characteristics that make up each of the stages.
- Q8. Why are economics, coverage and control important when making distribution channel decisions?
- Q9. Write a short note on any four: (4*4=16 marks)
- a) Reference Group
 - b) MIS
 - c) Product Differentiation
 - d) Skimming Pricing
 - e) Business Portfolio
 - f) Price Sensitivity

PART-C

(Total marks- 20)

Q-10 Case study- Compulsory-

A French company Allen Sunny Perfumes has introduced a perfume under the brand name RK, named after the charismatic celebrity Ranbir Kapoor. The perfume is available in two variants, RK Silver for men and RK Gold for Women. The perfumes are priced at Rs.5000 for a 100ml pump spray bottle. The strategy may be to capture a large number of consumers who are oriented towards film celebrities. Advertising is planned through television satellite channels and magazines. You are required to:

- (a) Analyze the decision taken by the company to have Ranbir Kapoor as the brand ambassador of the perfume from the view point of "reference group" behavior.
- (b) Discuss how the company could segment, target and position its market.
- (c) What type of pricing strategy will you suggest for the product?
- (d) Discuss the strategy to place the product at the retail space.
- (e) What alternative promotional media you suggest to the company for its better placement?
