



Subject: Marketing For Manager

Course: MBA

Time: 3 Hours

Full Marks: 70

Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into Four Parts –A, B, C & D
- Part-A is compulsory.
- Part- B contains SIX questions out of which FOUR questions are to be answered.
- Part- C contains SIX questions out of which THREE questions are to be answered.

PART A

Q1.) All questions are compulsory:-

A] Objective Answer Type

(5x1=5)

- i. Which One of the following statements by a company Chairman BEST reflects marketing concept ?
 - a) We have organized our business to satisfy the customer needs
 - b) We try to produce only high quality, technically efficient products
 - c) We believe that marketing department must organize to sell what we produce
 - d) We try to encourage company growth in the market
- ii. A carpet manufacturing company develops new carpet that is stain resistant and durable, it must educate customers about the product's benefits. This activity calls for which one of the following marketing mix ?
 - a) Price
 - b) Promotion
 - c) Distribution
 - d) Product
- iii. Demographic Segmentation divides the market into groups based on which of the following variables?
 - a) Size, Location, Industry, Customer
 - b) Size, Company, Industry, Technology
 - c) Location, Size, Occupation, Race
 - d) Customer, Technology, Company, Industry
- iv. A Firm has decided to localize its products and services to meet local market demands. Which one of the following approach is a good approach for its segmentation?
 - a) Geographic
 - b) Demographic
 - c) Psychographic
 - d) Behaviour
- v. Buying process starts with
 - a) Need Recognition
 - b) Information Search
 - c) Evaluation of Alternative
 - d) Purchase Decision

B] Short Answer Type

(5x2=10)

- a) Define Marketing.
- b) What is SWOT analysis?
- c) What is the difference between Marketing and Sales ?
- d) What is a marketing mix with respect to Service Industries ?
- e) Define Product.

PART B

Q2.) Answer any four:

(4x5=20)

- a) What do you Mean by Product Life Cycle? Why it is Important for a Marketer?
- b) Why Segmentation, Targeting and Positioning is important for Marketer?
- c) How Marketing Research is Important for a Marketing Manager?
- d) List out Qualities of a Good Marketing Manager.
- e) Develop a Marketing Plan .

PART C

Answer any Three:

(3x10=30)

- Q3.) Is Pricing important for marketer? How the Price is determined?
- Q4.) Select an Imaginary Product. You have to introduce this New Product in Market. Please explain how you will approach towards the same.
- Q5.) What us the concept and theory of Consumer Behaviour and why is it important for marketers? Explain.
- Q6.) What do you understand by IMC? Explain with some successful examples.
- Q7.) Define Marketing Research. What are different types of Marketing Research explain.
- Q8.) You are given an opportunity to launch a Smart Phone in your Town. Develop a Complete Marketing Plan.

PART D

Q9.) Case -

(5x1=5)

There are a number of products designed to consumption by children but the purchases are made by mothers. Such products must appeal children and must have mother's approval too.

Enervit, a malt chocolate milk drink, was manufactured and marketed by a large multinational company. The product was launched in the Indian market in 1989 after a successful test market in Delhi and Chennai. It was available both in Jars and refill packs of 500 gms. Customer acceptance of the Brand was good and sales went up till 1994 and then reached plateau and then started declining.

A thorough analysis revealed that the positioning as an energy correct, with good advertisement showing a speeding train to communicate the energy theme. Now the mass objective of the company is to restore sales to the peak level of 1993 with a effective sales promotion.

Questions:

- a) In what way product positioning plays an important role of marketing?
- b) Has the advertisement influenced the sales?
- c) What type of sales promotion would you suggest – Same for less or More for Same?
- d) Suggest three effective sales promotion techniques that can achieve the objective.
