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MBAH 452

Second Semester M.B.A. Degree Examination, May/June 2017
BUSINESS ADMINISTRATION
Marketing Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answer questions in **all** Sections.

SECTION – A
(Compulsory)

Sri Dharmasthala Manjunatheshwara
College of Business Management, Mangalore
Post Graduate Centre for Management
Studies and Research Library

(1×15=15)

Note : Answer to the question should **not** exceed **six** pages :

1. Discuss the major environmental factors which are affecting the marketing of FMCG's in Indian market.

SECTION – B

(5×8=40)

Answer **any five** of the following questions, **each** question carries **eight** marks.
Answer to **each** question should **not** exceed **six** pages.

2. List out the scope of modern marketing practices.
3. Analyse the advantages of Niche markets over market segments with a suitable example.
4. Explain the different roles involved in family buying decisions.
5. Explain the Marketing Mix strategy of a company during growth stage of the PLC.
6. What is customer based pricing method ? Explain their contextual relevance.
7. What kind of logistic functions are performed in the distribution management ?
8. How the promotion mix of companies varies from durable to non-durable products ?
9. Explain the methods of market testing for new products in consumer market.

P.T.O.



SECTION – C
(Compulsory)

(1×15=15)

Note : Answer to the question should **not** exceed **six** pages :

10. Read the case and answer the following questions :

India's Refrigerator market estimated at Rs. 2,750 Cr. is catered mainly by 10 brands. The annual capacity is estimated at around 4.15 million units is running head of demand of 1.5 millions. As there is a demand and a surplus supply, all the manufacturers are trying out for new strategies in the market. Times have changed and also the buying behaviour of the customer. Earlier it was cash and carry system. Now dealers play an important role in selling; now the systems is exchange for old "bring your old refrigerator and take a new one with many gifts".

A new company by name Electrolux has entered the market which has acquired Allwyn, Kelvinator and Voltas brand. Researchers have revealed that urban and city sales are declining and hence all manufacturers are trying to concentrate on rural markets. Electrolux strategy is customisation of market, with special attention to the Northern and Southern India markets, while Godrej the main player thinks that dealer network in rural market for sales and service will be beneficial and is trying to give more emphasis on dealer network, whereas Whirlpool has adopted the strategy of increasing the dealer network by 30%. The market shares of the major players are as follows :

• Godrej	30 %
• Videocon	13%
• Kelvinator	12%
• Allwyn	10%
• Voltas	5%
• Whirlpool	27%
• Daewoo	1%
• LG	1%
• Others	1%

Questions :

- 1) Could the refrigerator market be segmented on geographical base planned by Electrolux ?
- 2) What would be the marketing mix for rural market ?
- 3) Would 125 L and 150 L models be an ideal choice to launch in rural market ?