

2M5104

Roll No. _____

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M. B. A. II Sem. (Main / Back) Exam., July-August 2015
M-204 Marketing Management

Time: 3 Hours

Maximum Marks: 70

Min. Passing Marks: 28

Instructions to Candidates:

- (i) The question paper is divided in two sections.
- (ii) There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions.
Section B contains short case study / application based question which is compulsory.
- (iii) All questions are equal marks.

SECTION-A

- Q. 1 Describe different concepts of marketing and distinguish between selling and marketing. [8+6=14]
- Q. 2 "The Indian market is growing to become one of the largest consuming market in the world". Explain the factors affecting marketing environment of India. Also give various functions of marketing management. [7+7=14]
- Q. 3 (a) What is the importance of studying Consumer Behavior? [7]
(b) Explain the basis of market segmentation for Industrial markets. [7]
- Q. 4 Explain different layers of a product with suitable examples. Give the stages in the new product development process in brief. [7+7=14]
- Q. 5 Describe Cost-Plus pricing, Differential pricing and Skimming pricing. Which strategy is more appropriate for a DVD player and a new mobile phone? [14]
- Q. 6 Write short on any two: - [7+7=14]
(a) Marketing of Services
(b) E-marketing
(c) Advertising.

SECTION-B

Q. 7 Case Study

When Jon Luther took over as CEO of Dunkin's Donut (DD), he recognized that satisfying DD's market required some fundamental changes. First, there was a wide disparity in the appearance of the outlets, with many having become run down. To deal with the problem, franchises were asked to undertake some improvements and those who did not, were asked to leave the system.

Next he considered the competition and engaged in an informal perpetual mapping exercise, drawing a circle representing DD and then adding slightly overlapping circles for Starbuck's, Mc Donald's, Tim Horton's and even convenience stores, but left krispy kreme the coffee outlet.

In examining eating behavior, he has concluded that the quick-service restaurant business has made a fundamental mistake. He thinks American consumers should be viewed as snackers, not meal eaters. The average lunch hour is 19 minutes. He sees consumers grabbing five or six quick snacks a day rather than consuming real meals.

To that end, he has defined a visit to DD as a "ritual that revives", and he is changing the menu to provide for three dimensions important to his customers: wellness, mobility and portability.

Other changes are made in operations. Superfast centralized kitchens that can serve a number of shops. The benefits are consistent quality, standardized freshness and less waste. Other considerations are additions to the menu, more high margin drinks and combination outlets that will offer DD's and Baskin Robbins or Togo sandwiches.

- (a) What should be DD's segment strategy? Should it be a single segment or multiple segment strategy? [7]
- (b) Analyses its positioning and competitors. [7]