

2M5104

Roll No. _____

Total No of Pages: 4

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M. B. A. II Sem. (Main / Back) Exam., April - May 2017
M-204A 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 carry equal marks.

1. NIL

2. NIL

SECTION - A

- Q.1 What is pricing strategy? Discuss the factors influencing pricing decision with special reference to travel and tourism services. [14]
- Q.2 A new health drink is supposed to be launched in North India. Suggest the appropriate segmentation, targeting and positioning strategies for the same. [14]
- Q.3 Elucidate different factors of external environment. Explain with the help of suitable examples how external environment influences FMCG sector in India. [14]
- Q.4 Explain the factors influencing consumer buying behavior with the help of relevant examples. [14]
- Q.5 (a) Discuss the marketing strategies adopted by marketers at each stage of Product Life Cycle. [7]
- (b) Explain the stages in New Product Development with the help of appropriate example. [7]
- Q.6 Write Short Notes on:
- (a) Rural Marketing [3½]
 - (b) E-Marketing [3½]
 - (c) Wholesaling & Retailing [3½]
 - (d) Marketing Information System [3½]

Q.7 CONSUMERS CONFOUND MARKETERS

Household spending by all Indian households amounted to over ₹ 1000 billion in 2008, or 73% of gross domestic product. This level of expenditure is very closely related to conditions in the country's macro-economic environment. For marketers, it is crucial to be able to read the macro-economic environment and to predict the effect of change in demand for their goods and services. Identifying turning points in the economic cycle has become a work of art as well as science, as consumers frequently confound experts by changing their expenditure levels in a way which could not have been predicated on the basis of past experience. During the Autumn of 2008, mortgage rates in India were falling; unemployment was close to its lowest level for two decades;

pay rises were keeping ahead of inflation; and share prices were recovering from their recent falls. Yet expenditure by Indian households was falling sharply. For three consecutive months' retail sales fell in value, with retailers such as Reliance and Storehouse reporting below expected levels of sales. Retailers have traditionally found excuses to justify poor sales to their shareholders, including weather which is too cold/too hot. Throughout 2008, prices of consumer goods had fallen significantly, with consumer durables down in price by an average of 4% in a year and clothing by 10%.

Economic theory would have suggested that lower prices would have resulted in higher sales, especially considering the other favorable elements of the macro-environment. However, this did not appear to be happening. What else could have been happening in the marketing environment to explain falling household

expenditure? At the time, the media was full of reports of impending global economic crisis, triggered by difficulties in the European economies. Consumer confidence is crucial to many high value household purchases such as house and cars, with consumers reluctant to commit themselves to regular monthly repayment when their source of income is insecure. Even this may be only a partial solution, as a survey of consumer confidence carried out which showed that although consumers were pessimistic about the state of the national economy, they were quite upbeat about their personal financial situation. One possibility was that consumers had become canny. If prices are falling, why not wait longer until prices have fallen further? Consumers had also witnessed the effects of previous over-borrowing and had been more cautious

during the recent period of economic growth, resulting in a historically low level of personal sector indebtedness. In 2007, 9% of disposable household income was saved, compared with just 3% at the height of the economic boom of 2006. For companies who need to commit resources a long while in advance in order to meet consumer's need an accurate understanding of the market environment is crucial if stock surpluses and shortages are to be avoided. But this case shows that getting it right can still be very difficult. [14]

QUESTIONS:

- (a) Identify all of the environmental factors that can affect the demand for consumer durable and assess the magnitude and direction of their impact.
 - (b) In what ways can a manufacturer of consumer durables seek to gain a better understanding of its marketing environment?
 - (c) How can a manufacturer of consumer durables seek to respond to environmental change as rapidly as possible?
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