

2M5104

Roll No. \_\_\_\_\_

Total No of Pages: 4

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M.B.A. II-Sem (Main / Back) Exam., May - 2018  
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 'Modern Marketing concept is applicable to all business organisations irrespective of their size or, the nature of goods or, services marketed'. Give reasons for your answer. [14]
- Q.2 What is meant by marketing mix in present day business environment? "Pricing and Promotion are integral elements of marketing mix of a firm.", comment [4+10=14]
- Q.3 "Strategic planning develops strategic fit between Organization's goals and capabilities." Comment upon this statement. Explain BCG matrix with suitable example. [6+8=14]
- Q.4 Examine the salient factors that ought to be taken into account while introducing a new product. Illustrate your answer. [14]
- Q.5 Prepare a list of five products at each of the following stages of the product life cycle in the Indian market- [3½×4=14]
- (a) Introductory stage
  - (b) Growth stage
  - (c) Maturity stage
  - (d) Decline stage
- Q.6 Write short notes on- [5+4+5=14]
- (a) Retail Distribution system in India
  - (b) Marketing through Internet
  - (c) Sales promotion

Q.7 Case Study-

[7+7=14]

**Advertising Campaign-**

The times of India is the largest circulated national daily in India. It is the flagship product of the Bennett & Coleman Co. They launched an initiative called Teach India in which people who were literate had to spend two hours of their time once a week to teach people who were illiterate. Instead of asking people to teach directly, their emphasis was on let us learn to teach which removed some of the apprehensions

people had about teaching. They targeted housewives, students, bankers, actors, anybody who could teach.

**The Campaign-**

They involved Aamir Khan a superstar of Bollywood (Hindi films) whose movie Taare Zamin Par (stars on the ground) was a huge success and he had played the role of a teacher who teaches a dyslexic child. Aamir Khan appearing in their television advertisements, requesting people to be a part of the Teach India Campaign was a booster to the strategy. The campaign material consisted of 28 direct response advertisements in print, 3 TV commercials with multiple edits, 10 outdoor creatives, bookmarks, car stickers, elevator stickers.

The campaign was supported by print (The times of India-The largest circulated English national daily in India), television, internet, outdoor, on ground events and PR. There was a website dedicated to the cause, “[www.teach.timesofindia.com](http://www.teach.timesofindia.com)”, which acted as a resource. They had a media mix of everything that was required to make a campaign successful. The emotive power of T.V, the persuasiveness of print, the drama-on ground activation, the one-to one power of the web, the urgency of direct response and the appeal of the personal example.

**Results-**

The internal target was 10,000 but they had to stop their process of recruiting volunteers at 100,000 due to the paucity of resources. A partnership with NGO's has been developed and schools have provided space to conduct the programme, corporate supported with the resources. Another highlights of the initiative was that it trained volunteers, helping them to overcome their anxiety apprehensions. Aamir Khan still spends two hours a week teaching for the cause. The Campaign success was when over two million Indian illiterate kids became literate and raised the slogan, "Jai Ho". The initiative still continues but no more campaigning is done for the cause.

Teach India initiative of The Times of India is an example of how social causes can also be achieved with the help of multimedia. Usage of multimedia for a focused period reinforces the message in the minds of the public from various sources. In this case, people were willing to teach but they did not know how to do, whom to approach etc. The Initiative by 'Times of India' also added a trust value in the minds of the public & they were willing to work for the cause.

**Questions-**

- (a) Can the readership of Times of India increase due to such initiative?
- (b) Can such types of activities add to the image building of the Organisation, how and at what cost?

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