

Shanghai, China. The personnel are trained making them capable of running a restaurants.

In India, McDonalds is a joint venture between Amit Jatia, MD, Hardcastle Restaurants Pvt. Ltd. and Vikram Bakshi, Cannaught Plaza Restaurants Pvt. Ltd. McDonald's now has a network of over 200 restaurants in the country. It became successful in India by valuing Indian culture and respecting Indian sentiments. In their expansion plan McDonald's planning to increase outlet in Amravati City in the year 2020 by considering the huge market potential and customer preferences to eating out habits.

(a) As a marketing advisor to the McDonald's suggest a plan for promotional mixes to the McDonald's.

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(b) How will you monitor the response of Amravati city youth as target market ? Justify your research inputs.

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AP-258

M.B.A. (Semester-II) Examination

MARKETING MANAGEMENT

Paper—MBA/205

Time—Three Hours]

[Maximum Marks—70

Note :—(1) Attempt **All** questions.

(2) Figures to right indicate marks.

SECTION—A

1. (a) Explain the term “marketing environment” and “environmental scanning”. Discuss various factors affecting marketing environment. 14

OR

- (b) Define marketing management. Discuss its significant role in modern age. 14

SECTION—B

2. (a) Describe the stages in new product development process in detail. 7
- (b) Being a marketing manager develop a pricing strategy for 100 cotton fabric T-shirt range which is specially designed for middle income groups. 7

OR

- (c) State the various stages of Product Life Cycle with graphical representation with proper labelling.

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- (d) For a proposed five-star hotel in Chikhaldara, suggest strategies for creating demand.

7

3. (a) Explain the concept 4 P's of marketing mix. 7
(b) If you were the marketer for a new brand of automobile to be introduced in India what information about the competitors will you collect? Justify. 7

OR

- (c) Define "Product Positioning". Explain its importance in marketing. 7

- (d) A two wheelor manufacturer is launching its 450 cc bike in Indian market, suggest him how he should do the segment the market? 7

4. (a) Explain the different channels of distribution. 7

- (b) Describe the channel alternatives available to a European company dealing in branded men's apparels and willing to enter in Indian market. 7

OR

- (c) What are the functions performed by the channel intermediaries? 7

- (d) State in brief the channel alternatives available for a consumer product manufacturer. 7

SECTION—C

5. McDonald's is the one of the largest restaurants chains with 31,000 restaurants in 119 countries. It was formed by Maurice and Richard as a drive-in restaurants. In 1948, the McDonalds Brothers introduced the concept of "speedee service system", concentrating on hamburgers. Raymond Albert Kroc in 1954, brought the chain of restaurants and formed McDonald's corporation.

Kroc emphasized upon the process and quality. This is one of the reason why McDonalds has been able to maintain the same level of quality across its outlets. McDonalds corporations expanded through the franchising route, without investing much in the real estate.

All the franchisees are trained following the four pillars of McDonald's success, what they called as QSCV (Quality, Service, Cleanliness and Value) at their Hamburger University, located in Illinois, USA and