

AS-760

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 the right indicate marks.

SECTION—A

1. (A) Explain in brief various functions of Marketing Management. What are different forms of Marketing Organisations ? Explain. 14

OR

- (B) What do you mean by 'corporate orientation towards market place' ? How will you perform marketing environment scanning ? 14

SECTION—B

2. (A) 'Products are manufactured in the factory but brands are created in the customer mind.' Justify the statement with respect to 'positioning'. 7
- (B) Comment on the Market Segmentation and positioning strategies of the following in brief :
- (a) Sport Utility Vehicles (SUV) in India.
- (b) Johnson and Johnson's Baby Care Products. 7

OR

- (C) Explain the meaning and significance of Marketing Planning. 7
- (D) Your friend started 'an online laundry service' in your city to provide laundry services including washing, ironing and door step collection and delivery services. Suggest and draft suitable marketing mix plan to your friend. 7
3. (A) Explain in brief various pricing strategies. 7
- (B) Comment on the stage of product life cycle of the following brands :
- (i) Jio Cellular Services
- (ii) HUL's Surf-Excel Washing Powder. 7

OR

- (C) What do you mean by 'Product Mix' ? Explain product length, width, and depth with suitable example. 7
- (D) After completion of MBA, you and your friends decided to start a new business venture of 'Event Management' specifically wedding ceremonies. Design suitable plan by considering the steps of new product (service) development process. Suggest suitable 'brand' name for your event management company. 7

SECTION—C

4. (A) Explain in brief promotional mixes. 7
- (B) What are various customer related sales promotion schemes ? Explain any one with suitable example. 7

OR

- (C) Define the term 'personal selling'. Discuss in brief steps in the personal selling process. 7
- (D) Explain the term Marketing Research along with its significance. 7

SECTION—D

5. Toyota Motor Corporation traces its history back to 1937 when it was formed to being a company with capital of almost 400 billions of Yen. It was formed by Aikichi Toyota. Today the company is respected for the quality and various management practices like 'Just in Time' that are for the world to see and imitate.

The company has grown tremendously focussing on the philosophy to analyse customer needs and putting the customer first.

Toyota has become the world's largest automobile manufacturer. It pioneers in bringing out new updated products and quality improvements in this segment. One such contribution from Toyota is its hybrid car 'Toyota Prius' ; also known as GREEN CAR.

Prius was developed on the hybrid concept. It is called the power split or series parallel hybrid. It can be propelled by gasoline and/or electric power. The car has EV-electric vehicle mode. This is a mode where the car makes very low noise and no fuel consumption. The car comes back in the normal mode if the battery gets exhausted. Company is deciding to introduce Prius through exclusive showrooms worldwide to create niche market for the Prius.

- (1) As a marketing student what channel of distribution would you recommend to Toyota to market 'PRIUS' in high-end segment ? 7
- (2) Toyota should launch separate distribution wing for premium car brands. Justify. 7