

Total No. of printed pages = 4

25(2) MKMN 201

2010

MARKETING MANAGEMENT

Paper : 201

Full Marks - 70

Time - Three hours

The figures in the margin indicate full marks
for the questions.

Answer any *five* questions.

1. (a) According to Drucker, 'Marketing should result in a customer who is ready to buy.' Elaborate the concept of social marketing in view of the above line. 7
- (b) What is the basic role of a marketer ? Cite ~~examples~~ of how a marketer may want to ~~stimulate~~ demand in the following cases :
- (i) Latent demand
 - (ii) Declining demand. 7

[Turn over

2. (a) What is market segmentation ? Describe the basic conditions required for effective market segmentation. 6.

(b) Generally marketers use one of the three basic targeting strategies to focus on a target market

(i) undifferentiated

(ii) concentrated

(iii) differentiated.

Discuss how marketers have used these strategies to create market segments for either FMCG or consumer durables. 8

3. (a) A product has been referred to as a "Psychological bundle of satisfaction." Do you agree with this ? Give reasons by keeping in mind how marketers need to keep on changing product lines. 7

(b) Compare and contrast manufacturer brands, private distribution brands and generic brands. 7

4. Do you agree that "Line extension is the simplest form of brand extension ?" Illustrate with suitable examples. How would brand equity be affected with too much of brand extension ? 14

5. (a) Explain the major characteristics of each of the three types of vertical marketing systems (VMS) : corporate, administered and contractual. 8

(b) Devise distribution channel for any one product by stating channel objectives and nature of intermediaries 6

(i) soft drinks

(ii) packaged milk

(iii) new car.

6. (a) Discuss the pricing strategies adopted for new products. 8

(b) Define the themes : target-return pricing and differentiated pricing. 6

7. (a) Explain how the motivation theory advocated by Freud, Maslow and Herzberg affect consumer buying behaviour. 7

(b) How do target market characteristics determine which promotional methods to include in a promotion mix ?

Assume a company is planning to promote a cereal to both adults and children. Along what major dimensions would these two promotional efforts have to differ from each other ? 7