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25 (2) MKMN 201

2013

MARKETING MANAGEMENT

Paper : 201

Full Marks : 70

Time : Three hours

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

Question No. 7 is compulsory and answer any four from the rest.

1. (a) According to Theodore Levitt "Firms should carefully define what business they are in so as to avoid myopic consequences". Examine with suitable examples how marketers have changed from seller's orientation to marketing orientation by properly defining their businesses. 8
- (b) Discuss how marketers make use of customer's 'Needs, Wants and Demands' for adopting marketing approaches. 6

Contd.

2. (a) Explain elaborately the different marketing strategies adopted by marketers of Consumer Durables or FMCGs for the following target market selection — (i) single segment concentration (ii) selective, product and Market specialization (iii) Full Market Coverage. 8
- (b) Distinguish between product positioning and product differentiation? Explain how differentiation and positioning influence product related decision making. 6
3. (a) State the main essence of Customer Based Brand Equity Models. Highlight the different components of “Brand Resonance” Model. 7
- (b) Discuss the advantages and disadvantages of individual branding and umbrella branding. State the relevance of the branding strategies for companies like ITC and Tata Motors. 7
4. (a) Discuss the concept of *any one* pricing method :
- (i) Promotional Pricing

- (ii) Bundle Pricing
- (iii) Differentiated Pricing. 7
- (b) Compare and contrast price and nonprice competition. Describe the conditions under which each form works best. 7
- (a) “Advertising, Sales Promotions, Personal selling and Direct Marketing are most commonly used in designing promotional mix for products”. Discuss how marketers make use of these elements in designing promotion mix for different target market, product life cycle and product categories. 7
- (b) Explain with suitable examples how marketers make use of message strategy, creative strategy and message source in designing communications for products / services. 7
6. Devise the marketing mix strategies for *any one* of the following products by clearly stating in terms of customer solution, cost convenience and communication :
- (i) A range of designer watches
- (ii) Dishwasher

7. Read the case carefully and answer the following questions :

HMT made a humble entry in the wrist watch segment about four decades ago. At that time the competition was from local / retail manufactures and some foreign / smuggled watches.

HMT was virtually in monopoly and customers were to wait for their preferred models. The intensity of distribution was limited as there was tremendous 'pull' the product enjoyed. Since it was a public sector company, HMT started distributing watches through Cooperative stores and Canteen Store Departments (CSDs). Soon the company opened its own showrooms in metros and large cities.

As the market grew, the company started building up its dealer network and appointed about 300 authorized sales service agents (ASS) who primarily acted as wholesalers but also sold watches in retail.

These authorised sales and servicing agents' service about 5000 retailers in every nook and corner of the country. The compensation to these intermediaries is linked to different levels of

achievement. As of now, HMT deals directly with the authorized sales and servicing agents. In addition to wholesale of watches, these authorized sales and servicing agents provide after sales service facilities both during and after guarantee period.

Since they developed a multi-channel distribution system, the company developed over three decades into a distribution situation where watches are sold directly by the head quarters to bulk institutional buyers, 30 showrooms of the company in retail and institutional segments, CSD, Cooperative stores, ASS and dealers.

- (a) Identify the different factors which helped in selection of different channel alternatives. 5
- (b) Can HMT watches be identified as convenience, shopping and speciality products? 4
- (c) Devise an effective multi-channel distribution system for HMT. Identify the likely areas of conflict and make recommendations to gain channel cooperation. 5