

25 (2) MKMN 201 (N/O)

2012

MARKETING MANAGEMENT

Paper : 201

( New and Old Syllabai )

Full Marks : 70

Time : 3 hours

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

Answer any **five** questions

1. (a) Should marketers simply focus on meeting customers' express needs? Elaborate the content with special reference to demand management and value creation. 8
- (b) Explain with suitable examples how marketers have adopted 'social responsibility marketing' in their marketing approaches. 6
2. (a) Discuss the relationship among segmentation, market targeting and positioning by referring to any consumer durable product. 10

- (b) Critically evaluate either (i) line extensions or (ii) brand extensions by focussing on the pros and cons of each. 4
- 3. "Maturity stage often brings difficulties for the firms. This is also a longer stage compared to introduction and growth. The market does not grow and product tends to mature." By taking help of any FMCG product, explain how marketers can cope with marketing challenges by market modification, product modification and marketing mix modification. 14
- 4. (a) "Branding is a hot topic in boardrooms around the world, because most CEOs recognise that a strong brand is a powerful driver in shareholder value." In this context, what are the key elements that contribute to brand equity? 7
- (b) Briefly distinguish between brand image and brand personality. Can you define brand personality on any one of the following products? 7
  - (i) An expensive shirt
  - (ii) A magazine targeting females
- 5. (a) Why is it essential to establish product category membership for a new brand? Explain how this negates a competitor's points-of-difference. 6

- (b) Mr. Mohan, General Manager of Modern Cosmetics Ltd. in Kolkata, is concerned about the problem of designing a distribution system for the company's new product, a high-priced herbal soap. He has four alternative distribution plans and wants to arrive at a decision after careful weighing of the pros and cons on economics and effectiveness of each. The alternative plans are sole distributor selling to retailers, direct distribution to customers, wholesale selling to retailers and direct distribution to wholesalers.
  - (i) Help Mr. Mohan to decide on the channel objectives and types of intermediaries. 4
  - (ii) Help Mr. Mohan in selecting one channel from the alternatives or design a new channel for him. 4
 Justify your selection in each case. 4
- 6. (a) Discuss the concept of any one pricing method : 7
  - (i) Cost-based pricing
  - (ii) Value pricing
  - (iii) New product pricing

(b) Which of the four promotional methods—advertising, personal selling, public relations and sales promotion, would you emphasize if you are developing the promotion mix for any one of the product?

(i) Professional camera to be launched by a new company

(ii) An electric car to be launched by an MNC globally

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

In 1990, the package holiday industry was forty years old. Initially due to boom in the holiday industry, the appeal of the low-priced, mass-produced package had been diminishing. Destination like Benidorm and Torremolines were losing out while capacity on longhand destinations, such as America and the Far East, continued to rise. The aspiration of holiday makers, and with them the face of the travel industry had been changing. Demands for more exotic destinations and a larger range of activity-based holidays, coupled with a refusal to tolerate the poor quality often associated with the cheap and cheerful package. Increasingly the customers started to demand personal attention with holiday

package designed specifically for them. This resulted an increasing range of specialised offerings from wine-tasting trips, scuba-diving adventures and pony trekking breaks through to painting holidays in France—targeting smaller segments. Thomas Cook, the Travel Bureau, decided to change policy. In 1987, it decided to pull out of short-haul holidays altogether, focussing instead on the long-haul sector. The emphasis was on personal service, provided by company ‘specialists’ who tailor the trip to suit the customer, and no queue! A spokesperson for Thomas Cook commented, “It did not seem right that someone wanting £ 6000 round the world trip should have to queue behind someone buying a return flight to Paris”.

(a) Help Thomas Cook to identify its basic, expected and augmented product level of the tour packages. 7

(b) Suggest a suitable marketing mix of the tour packages of Thomas Cook. 7

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