

MMS-II  
**MAPO2**

16/4/16

Market Applications & Practices

Roll No.

Total No. of Printed Pages: 02

Total No. of Questions: 08

Maximum Marks: 60

Duration (hrs.) : 3 Hours

Note: Question Number 1 is Compulsory. Attempt any 4 from Question Number 2 to Question Number 8. Each question carries 10 marks.

**Q1.**

**Case:** Perfect Courier Limited (PCL) is an innovative overnight delivery company that helped changed the way companies do business. It was the first company to offer an overnight delivery system, but the company markets more than just a delivery service. What PCL really sells is on-time reliability. The company markets risk reduction and provide the confidence that people shipping packages will be 'Absolutely, positively, certain their packages will be there by 10:30 hrs. in the morning'.

In fact PCL sells even more than reliable deliver. It designs tracking and inventory management system for many large companies. In other words, its customers buy more than just delivery service they buy a solution to their distribution problems. For example, a warehouse designed and operated by PCL is a part of distribution centre for a very large automobile company. In other organisations customers can place an order for inventory as late as midnight and the marketer because of PCL's help can guarantee delivery by next morning. PCL has positioned itself as a company with a service that solves its customer's problems.

**Questions:**

- What business is PCL into? What is PCL's product? What are the tangible and intangible elements of this product? (10 marks)
- What are the elements of Quality for a delivery service like PCL? (5 marks)
- In what way does technology influence PCL's business quality? (5 marks)

**Q 2. Answer any two only.**

- Explain the important communication concepts relevant to the rural markets.
- What is significance of usage of symbols and pictures, colour and music in rural marketing communication? Discuss with suitable examples.
- Explain the rural behavioural aspects of distribution that a marketer has to understand

**Q3.**

With the increasing disposable income in the lifestyle of the urban youths is changing. They require different places to hang-out and socialise. This has helped the multiplex industry. This industry not only offers movies but host of food courts, gaming zones. A multinational chain of multiplex is planning to enter a start a multiplex in your city. It has entrusted you with carrying out a research to find out customer's expectation from multiplex.

- (i) Prepare a marketing plan outlining research findings to be submitted to the organisation.

**Q4. Answer any two only.**

- a. What is Event based Marketing? What are various types of events?
- b. Define segmentation and targeting of marketing events.
- c. Detail the building of a media plan

**Q5. Answer any two only.**

- a. Explain in brief the difference between B2B and Consumer Goods. Answer using specific points
- b. What are the components of Business Markets
- c. Explain the model of Organizational Buying Process

**Q6. Answer any two only.**

- a. What are the functions of Direct Marketing? Explain the growth of direct marketing.
- b. How is Direct Marketing combined with other IMC tools? Please explain with suitable examples
- c. Explain the elements of RFM

**Q7. Answer any two only.**

- a. Explain the seven stage cycle of Internet Marketing.
- b. How does Internet Market build advantage in a networked economy?
- c. What are the key stages of Customer relationship in Internet marketing?

**Q8. Answer any two only.**

- a. What are the physical aspects of retailing? Explain with examples.
- b. Why do people patronize a retailer?
- c. What is Merchandising and what are the factors affecting Merchandising function?