

# MM 01

Roll no.

Total No of Questions : 10

Duration : 3 hrs

Total No of printed pages : 1

Maximum marks : 60

Notes: 1) All questions carry equal marks.

2) Question no 1 is compulsory. Write any five questions from Q. no 2 to Q. no 10.

Q1] India's postal system has undergone a revolution since the private courier service providers made an entry into what was a one organization industry- in other words, totally dominated by the Indian postal department. Like all other industries where brand proliferation has taken place, India soon had a spate of new service providers- regional, national and international names made their appearance.

In the late 90's yet another technology leap has found a lot of takers – the internet. This technology has revolutionized communication, both business and personnel, to such an extent that personal letter writing suddenly became extinct among those who had access to the net.

The courier industry, though continued its existence under increasing competitive pressures, mainly due to increasing demand from the business community for the transportation of business documents & bulk packages within the country and abroad. A drop in prices has led to courier services becoming more affordable. Taking stock of the existing market situation, the postal department has also introduced its own branded high speed courier service – the speed post.

Q ] In the above environment, a new company would like to enter the courier service business. The promoter, Mr. Singh, an NRI who has returned to India, believes that the service levels offered by many of the Indian players leave a lot to be desired. Based on an analysis of the current players in the couriers service (documents and packages) industry, advice Mr. Singh on the target market selection, entry pricing and long term prospects.

Q2] What is a portfolio model. Illustrate with a example.

Q3] How are market segmentation, targeting and positioning interrelated? Illustrate how these three concepts can be used to develop a marketing strategy for a product of your choice?

Q4] Does the marketing concept imply that the marketer should try to satisfy only those needs & desires that consumers say they have? Explain.

Q5] Macmillan Publishing co. is a major publisher & marketer of college textbooks. Should it be using a market share now, profit later strategy in pricing, promoting & distributing its books to colleges & universities? Why or why not?

Q6] What are the major market environmental factors for an industry that shape the marketing mix of the firms which is part of that industry.

Q7] Suggest five products for which you believe buyers may use price as a cue to quality. Why do you believe these products are susceptible to a perceived price quality relationship of this kind?

Q8] What are the stages of a product life cycle?

Q9] What are the choice considerations of a distribution channel?

Q10] Write short notes on any two.

a) The marketing concept

b) Pricing objectives

c) Functions of a middlemen

d) Criteria for determining promotion mix.