

MAP02

27/11/11 • MMS-II
Mkt Application
& practice

Roll No.:

Total No. of Printed Pages:-3

Total No. Of Questions: 5 (in section-I)

Maximum Marks :- 30 - section - I

30 - section - II

60 Total marks

Section I

Note:- Answer Any Three Questions .

All Questions carries equal marks [10X3=30]

Each Section (I & II) to be solved on SEPARATE
Answer Books.

1. Briefly discuss the rural environment in terms of the infrastructure available for marketing. How does this environment affect the marketing decisions and opportunities? Explain with reference to
 - (a) Marketing of automobiles
 - (b) Marketing of consumer necessities like toilet soap and detergents
2. It has been said that business demand is derived demand. In other words, it ultimately derives from the demand for consumer goods. Take the automobile industry and demonstrate how derived demand might affect the industry in the following product categories:
 - (a) Steel
 - (b) Music systemBe sure to relate any consumer trends that would affect the above products and their demand by the industry.
3. Discuss any five strategic marketing principles with suitable examples
4. Discuss with examples the changing trends in Indian Retail Industry.
5. Discuss direct marketing strategies of any one of them:
 - (a) Tupperware
 - (b) Avon
 - (c) Eureka Forbes

SECTION - II

Note :

1. First question is for 20 marks; It has 3 subquestions A , B for 5 marks each and C for 10 marks
2. Second question is for 10 marks

Q1 Read the text and then answer the following questions

(20)

Global FMCG giant Unilever's CEO Paul Polman was in India a few days back. India is an important market for the company, and it is facing turbulent times here.

Polman said meeting with retailers and connecting with consumers was an important part of his visit. Within the Unilever family, this strategy is titled "Consumer Connect". It takes on significance, considering HUL has been struggling with sluggish growth over the past few quarters, and has even lost market share across major categories to competition over the last two years. Polman, however, is confident these tough times will not last long.

"Other competitors are finally coming in the market and discovering India. We have been here for 100 years and will remain for another 100 or more," Polman stated. But that is not to say that Unilever is not worried about the recent troubles that have plagued its Indian arm. Sources say the global headquarters has asked the local team to work on getting the company back on track as soon as possible.

A) Analyse the FMCG sector scenario in India

B) Carry out a competition analysis from Unilever's point of view

C) Select any two products from Unilever's product portfolio and suggest marketing strategies for getting the company back on track

Or

Aiming at the third slot in the Indian mobile telephony services sector with a subscriber base of 100 million and investing Rs.14,000 crore, Videocon Telecommunications hopes to make profits in two years time.

According to Dhoot, the group is targeting a turnover of \$10 billion (Rs.4,500 crore) by 2013 up from the current \$4 billion (Rs.1,800 crore). The company plans to roll out its services in 100 cities across India over the next 100 days.

'We will be connecting major 100 cities in the next 100 days. We will roll out our VAS one after another and we are confident of breaking even in two years,' said Sunil Tandon, chief marketing officer, Videocon. He said in five years time India's population will be around 120 crore and around 20 crore people will have multiple connections. The mobile telephony subscriber base in India will grow to 80 crore by 2015.

A) As a marketing consultant suggest a differentiation and positioning strategy to Videocon

B) A lot of telecom service providers are adopting cause related marketing in an attempt to move away from the clutter. Briefly suggest what Videocon can do in terms of promotion to grab the consumer's attention

C) Identify any two new Value added services that Videocon can think of offering to its customers. Justify your choice

Q2) Write short notes on any two of the following-

(10)

1. Key elements of events
2. Flanker branding strategy
3. Goods Vs Services

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