

Marketing Management

MM 01

Roll No. :

Marks : 60

Total No. of pages : 02

Total No. Of Questions : 07

Duration : 3 hours

Note:

- i. Attempt any 4 questions from Q1 to Q6, and
- ii. Q7 is compulsory.
- iii. All question carries equal marks [5*12= 60]

- 1) Define Marketing. Discuss the concept of customer value and its importance to successful marketing. [12]
- 2) "Marketing research is the key to success of a company." Discuss the above statement, keeping in view an example of the recent past where application of the market research helped in formulating the right marketing strategy? [12]
- 3) What are the two products that are in the decline stage of the life cycle? In each case, point out whether you think the decline is permanent. What recommendations do you have for rejuvenating the demand for either of these products? [12]
- 4) Baskin Robin sells ice creams through a few exclusive franchise outlets while Kwality Walls sells its products through a large number of outlets. What are the various distribution strategies that companies adopt? What are the merits and demerits of the distribution strategies followed by Baskin Robbins and Kwality Walls? [12]
- 5) Consumers exhibit different buying behaviour while buying a match box and a DVD player. What are the different buying behaviours that consumers exhibit while buying different product / services? Discuss it with suitable examples. [12]
- 6) Define segmentation, targeting, differentiation and positioning ? what variables would you use in segmenting the market for the (i) Health Drink (ii) Credit Card and why? [12]

7) Case Study: Compulsory

[12]

Hamelys, a 250 year old toy retailer of the UK, is set to open its first store in Mumbai. Hamelys is based in London and is one of the World's largest toy companies. Its flagship store located at the Regent Street is a five-storey building spread over 54,000 square feet. It is considered one of London's major tourist attractions.

The size of the Mumbai store is around 21,000 square feet, while the one being opened in Chennai within six months will be close to 10,000 square feet, according to Bijou Kurien, President and Chief Executive Officer, Reliance Lifestyle division. Kurien added "With organised toy market in India presently valued at Rs 1500 crore, we are looking to cater to 300 million children across the country in the age group of 0-15 years. We are planning a promotion spend of Rs. 50 lakhs in the next three months."

Hamelys has signed a 20-year franchise agreement with Reliance Retail and will set up 20 stores in the first seven years of agreement. Besides Mumbai and Chennai, other cities on the list include Delhi and Bengaluru.

Apart from company's captive toy range, the store offers a wide range of toys that includes, allied national and international brands like Mattel offering Barbie, Hotwheels, Matchbox, Fisher Price, Playmobil, Leapfrog etc.

Q. Assuming you are the Marketing Manager for Hamleys India, reliance Lifestyle Division, kind design an Integrated Marketing Communication plan. Which all IMC tools would use consider in the plan and justify the same.
