

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme: PGDM (2015-17)**  
**Second Trimester Examination January 2016**

|                                   |                             |                 |                   |
|-----------------------------------|-----------------------------|-----------------|-------------------|
| <b>Subject</b>                    | <b>Marketing Management</b> |                 |                   |
| <b>Roll No.</b>                   |                             | <b>Marks</b>    | <b>60 Marks</b>   |
| <b>Total No. of Questions</b>     | <b>7</b>                    | <b>Duration</b> | <b>3 Hours</b>    |
| <b>Total No. of printed pages</b> |                             | <b>Date</b>     | <b>04.02.2016</b> |

**Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.**

**Q1) 20 Marks (Compulsory)**

Performance Solutions Group, LLC. ([www.performancesolutionsgroup.biz](http://www.performancesolutionsgroup.biz)), or PSG, is a small leadership consulting business located in Mount Juliet, Tennessee and was founded in 2011. The company focuses all trainings on the commercial truck and tire business, as the owner has previously worked in that industry. PSG offers six different products to grow sales, build teams, and develop leaders. The offerings are QBQ! Question Behind the Question Personal Accountability Training, Burke Assessments, GiANT Worldwide Leadership Modules, Keynote Events, Telenotes Productivity System, and the Leadership Coaching Development Program.

The company founder, Chad Miller, wants to focus future sales on Telenotes Productivity System and the Leadership Coaching Development Program, the focus of the remainder of this paper. Telenotes Productivity System, referred to as simply Telenotes, is a customer relationship management tool (CRM). Instead of the salesman typing notes at the end of the day, Telenotes allows salespersons to call into the system, speak their notes, and an employee transcribes the verbal notes by 5 AM the next morning. The salesman can give company names, contact names and numbers, and call notes that will be saved on the Telenotes system for easy access. The selling point of this product is increased sales productivity throughout the week. On average, salespeople can make roughly one more sales call per day, increasing customer contact by about 250 points throughout the year. Currently, Telenotes is the largest contributor to revenue for Performance Solutions Group. The Leadership Coaching Development Program, or LCDP, is a six module custom training workshop focused on developing leaders worth following. Each module is one day long, once a month. This program gives leaders of the company tools to take back to their teams and increase teamwork. Currently, LCDP is the second largest contributor to revenue for Performance Solutions Group, but Mr. Miller would like for this product to become the largest contributor of company for revenue over the next few years. Mr. Miller also wants to start offering team retreats where this six module training is transformed into a weeklong training for leaders to get away from the hustle and bustle of business life and back to the basics of leadership.

Q1: Why should Segmentation Marketing be implemented?

Q2: Give reasons and suggest a strategy?

**Attempt Any FOUR from the Remaining SIX Questions**

**Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Explain the Role of Marketing Research in marketing management.
- b) Suggest an effective way to segment the markets of the following products. a) household coffee b) automobile tires
- c) Does each stage in the PLC call for a different marketing strategy? Explain in brief

**Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Describe the marketing mix used by each of the following organization a)Coca-Cola b) McDonald's
- b) Describe the special characteristics of each mass media type, such as newspapers, magazines, radio, television and outdoor media, along with its advantages and disadvantages
- c) 'In planning its market offering, the marketer needs to think through the five levels of the product.' Explain with an example

**Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) What is the difference between Marketing and Effective Marketing? Explain with examples
- b) For each of the following product categories, choose a specific product and name the 1) brand 2) the manufacturer 3) the product's market segment or positioning strategy; a) breakfast cereal b) bar soap
- c) What is Advertising? What are the Five M's of advertising?

**Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Use the Boston Consulting Group's portfolio analysis to analyze the product portfolio offered by Amul Coop.
- b) 'Once a firm has identified its market-segment opportunities, it has to evaluate the various segments and decide which ones and how many to target' Explain this statement.
- c) What is the difference between cost based and value based pricing approach?

**Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) 'Successful companies realize that the marketing environment presents a never ending series of opportunities and threats' Explain
- b) What is product differentiation? How does Samsung use it as a strategy to increase sales?
- c) Why is Price one of the most critical elements of the marketing mix?

**Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) 'One of the changes in the demographic environment is the increasing proportion of youth in India, who comprise many markets for certain products.' Explain with the help of example
- b) Explain the steps an automobile company will take to set the price for its new product.
- c) Explain the Marketing Communication model.