

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme: PGDM (2016-18)**  
**Second Trimester Examination January 2017**

<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>2</b>	<b>Date</b>	<b>03.01.2017</b>

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

**Q1) 20 Marks (Compulsory)**

Indian Refrigerator Market India's Refrigerator market estimated at Rs. 2750 Cr. is catered mainly by 10 brands. The annual capacity is estimated at around 4.15 million units is running head of demand of 1.5 millions. As there is a demand and a surplus supply, all the manufacturers are trying out for new strategies in the market. Times have changed and also the buying behaviour of the customer.

Earlier it was cash and carry system. Now dealers play an important role in selling; now the systems are exchange for old "bring your old refrigerator and take a new one with many gifts". A new company by name Electrolux has entered the market which has acquired Allwyn, Kelvinator and Voltas brand. Researchers have revealed that urban and city sales are declining and hence all manufacturers are trying to concentrate on rural markets. Electrolux strategy is customization of market, with special attention to the Northern and Southern India markets, while Godrej the main player thinks that dealer network in rural market for sales and service will be beneficial and is trying to give more emphasis on dealer network, whereas Whirlpool has adopted the strategy of increasing the dealer network by 30%. The market shares of the major players are as follows:

- Godrej 30% • Videocon 13% • Kelvinator 12% • Allwyn 10% • Voltas 5% • Whirlpool 27%
- Daewoo 1% • L.G 1% • Others 1%

Questions

1. Could the refrigerator market be segmented on geographical base planned by? Electrolux?
2. What would be the marketing mix for rural market?
3. Would 125 L and 150 L models be an ideal choice to launch in rural market?

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

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

- a) Discuss modern marketing by giving suitable examples.
- b) How do facilities like adequate Banking and easy access to public transportation affect development of shopping areas?
- c) Marketing is usually required to create the potential source of competitive advantage for a firm or brand. Please throw some light on the statement with a meaningful example.

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

- a) Explain role of a Marketing Manager along with desired qualities to perform it.
- b) What is Marketing Mix? Discuss 7 P's of Services marketing.
- c) Add value to the customer's life, career or company, give an example to justify the Statement.

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

- a) What factors affect pricing of the product?
- b) Why is it necessary for the marketer to scan the marketing environment?
- c) What are the bases of market segmentation? Explain with the help of a suitable Example

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

- a) Elaborate differences between Marketing Channels for Consumer Goods, Industrial Goods and Services, with appropriate examples.
- b) What are the steps involved in new product development?
- c) Decisions with respect to distribution channel focus on making the product available in adequate quantities at places where customers are normally expected to shop for them to satisfy their needs. Justify this statement with an example.

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

- a) Could you please explain the “BCG matrix” to us? What is the logic of this model? What are the model’s limitations and weaknesses?
- b) Do you feel consumer behavior rotates around offering only? Justify
- c) What is promotion mix? Give an example.

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

**Write short notes on any two of the following.**

- a) Significance of Marketing
- b) Product life cycle
- c) Types of buyers