

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme: MMS (2017-19)**  
**Second Semester Examination April 2018**

|                                   |                             |                 |                   |
|-----------------------------------|-----------------------------|-----------------|-------------------|
| <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>Duration</b> | <b>3 Hours</b>    |
| <b>Total No. of printed pages</b> | <b>1</b>                    | <b>Date</b>     | <b>28.04.2018</b> |

**Q1) Read the case study and answer the questions 20 Marks (Compulsory)**

The lift or elevator market in India is expected to be around Rs. 450 crores. Otis India is the market leader with a market share of about 70%. Bharat Bijlee, Mitsubishi, ECE and Hyundai are the competitive brands. Otis has a network of nearly 70 centers all over the country. The company has recently launched a chip driven elevator model OTIS 300F priced between Rs.18 lacs and Rs. 28 lacs. Hotel industry forms an important segment for OTIS as lifts are considered essential to any hotel. The chip-based model OTIS 300F uses an optimum combination of destinations (stops) and ensures a quick landing at respective destination (specific floor). The product is also likely to save energy costs significantly which is an additional USP. OTIS 300F has to target new buildings as old buildings will not have the infrastructure to take on this model.

1. What are the market segments that you can identify for the OTIS 300F model?
2. What should be your target marketing strategies for the above identified market segments?
3. Which distribution channels would you recommend for this product?
4. What marketing strategies can OTIS adopt for the hotel industry in particular?

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

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

- a) Discuss the factors affecting individual buying behavior for cell phones.
- b) Critically examine the economic factors that need to be considered by a manufacturer of pharmaceutical machinery.
- c) Differentiate between Fads and trends with atleast two examples of each

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

- a) What factors in the marketing environment should a retailer having a women's corporate dressing line consider before introducing the product line into the market?
- b) What are the cultural factors that would influence the purchase decision of a potential car buyer?
- c) What are the various sales promotion tools which you can use if you were a manufacturer of high priced teas?

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

- a) Frame a "major selling idea" for a new brand of washing machine
- b) Illustrate how you would sell a new brand of life insurance using different rational and emotional appeals
- c) How can the internet be used as an effective means of communication with the consumers if you were Hyundai Motors Limited?

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

- a) Describe the various stage of the Product Life Cycle by differentiating them on key factors such as Sales, Profits, Marketing Objectives and the 4 Ps
- b) What is Customer Satisfaction and how is it measured?
- c) Describe the various methods of Product differentiation with examples

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

- a) How would you design and select a marketing channel for a new computer software?
- b) What are the different roles that a sales representative fulfils? Explain with examples
- c) What is New Product Development and what are the new product categories

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

- a) How is consumer psychology interrelated with pricing for a product?
- b) Explain the various sources of problem recognition with examples
- c) How are consumer markets different from business markets?