

VPM's
DR VN BRIMS, Thane
Programme: MMS (2018-20)
Second Semester Examination April 2019

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| Subject | Marketing management | | |
| Roll No. | | Marks | 60 Marks |
| Total No. of Questions | 7 | Duration | 3 Hours |
| Total No. of printed pages | 2 | Date | 19.04.2019 |

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| | <p>Instructions:-</p> <ul style="list-style-type: none"> • Q. No 1 is compulsory. • Attempt Any Four from the Remaining Six Questions. • Figures to the right indicate marks in full. | Marks |
| Q. 1 | <p>Answer the following questions based on case - make necessary assumptions as and when required</p> <p style="text-align: center;">Indian Refrigerator Market</p> <p>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.</p> <p>As there is a demand and a surplus supply, all the manufacturers are trying out for new strategies in the market.</p> <p>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 is exchange for old "bring your old refrigerator and take a new one with many gifts".</p> <p>A new company by name Electrolux has entered the market which has acquired Allwyn, Kelvinator and Voltas brand.</p> <p>Researchers have revealed that urban and city sales are declining and hence all manufacturers are trying to concentrate on rural markets.</p> <p>Electrolux strategy is customisation 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%.</p> <p>The market shares of the major players are as follows:</p> <ul style="list-style-type: none"> • Godrej 30% • Videocon 13% • Kelvinator 12% • Allwyn 10% • Voltas 5% • Whirlpool 27% • Daewoo 1% • L.G 1% • Others 1% | 20 |
| a | Could the refrigerator market be segmented on geographical base planned by Electrolux? | |

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| | b. | Assuming that you are the marketing manager of the company, develop a marketing mix for the rural market. | |
| Q. 2 | | Answer Any two from the following. | 5x2 = 10 |
| | a. | A leading automobile manufacturing company is planning to launch a small automatic car in the Indian market. The company has to prepare a marketing Plan for the same. | |
| | b. | “Marketing is all about satisfying consumer needs and Demands”. Comment on the statement with examples. | |
| | c. | With respect to the today’s marketing scenario explain the major challenges an organization face? Also suggest ways to combat these challenges. | |
| Q. 3 | | Answer Any two from the following. | 5x2= 10 |
| | a. | Assume you are going to open a new store selling fitness products. Do a customer and competitor analysis by using necessary assumptions? | |
| | b. | Identify some recent technological innovations in the marketplace and describe how they have affected consumer’s everyday activities? | |
| | c. | What can a marketer do to positively influence a situation in which a consumer is ready to buy but has not yet done so? | |
| Q. 4 | | Answer Any two from the following. | 5x2 = 10 |
| | a. | You have been asked to identify various segments in the market and then a potential target strategy for a soft toy company. Describe your answers with proper justifications. | |
| | b. | Describe the steps of market research process with a proper example. | |
| | c. | What do you understand by consumer’s perceived value? How can a company deliver the high consumer value? | |
| Q. 5 | | Answer Any two from the following. | 5x2 = 10 |
| | a. | Explain what a product mix is. How a company does takes the product line decisions? | |
| | b. | What is a brand? Determine the various types of branding strategies used by firms? | |
| | c. | Why do firms create new products? Describe the different groups of adopters articulated by the diffusion of innovation of products? | |
| Q. 6 | | Answer Any two from the following. | 5x2 = 10 |
| | a. | “Marketing has evolved into a major business function that crosses all areas of a firm”. Comment on the statement with proper justification. | |
| | b. | Describe the importance of marketing channels? Differentiate the direct and indirect channels? | |
| | c. | Explain the four steps of AIDA model with proper examples | |
| Q. 7 | | Answer Any two from the following | 5x2 = 10 |
| | a. | Importance of services in marketing | |
| | b. | Co-branding and its relevance | |
| | c. | Positioning strategies | |
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