

Roll No.

Total No. of Pages : 03

Total No. of Questions : 17

M.Com. (Sem.-2)
MARKETING MANAGEMENT

Subject Code : MCOP-204-18

M.Code : 75934

Date of Examination : 12-07-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

Write briefly :

- 1) Pricing Strategies
- 2) E-Commerce
- 3) Managing Sales forces
- 4) Services Marketing
- 5) Brand Equity
- 6) Corporate strategic planning
- 7) MIS
- 8) Labelling decision

SECTION-B

UNIT-I

- 9) What is marketing and how it's different from selling? What are the strategic marketing decisions with respect to marketing mix?
- 10) Why corporate strategic planning is important for competitive marketing? Describe the marketing environment affecting marketing decisions.

UNIT-II

- 11) “Consumer behavior evaluation is important for marketing managers” comment on this statement. What are the factors affecting the consumer behavior?
- 12) What is the role of market segmentation and targeting? Discuss the marketing strategies for branding the product.

UNIT-III

- 13) Define pricing and what are the methods for deciding the price of product? Explain the pricing strategies.
- 14) What are the different elements of promotion mix and what are the important decisions under each element?

UNIT-IV

- 15) Critical comment on the Green Marketing, Event Marketing and Network Marketing.
- 16) What is rural marketing? Why E-commerce is required for rural marketing?

SECTION-C

17) Case Study :

It has been a long journey for Maruti Udyog Limited (MUL) in India. MUL was rechristened as Maruti Suzuki India Limited in 2007. It was the first company in India to sell 1 crore cars. It continues to be a market leader in the Indian automobile India. Maruti 800 was the first car launched by MUL. It was a major success in Indian market and continued to be the largest selling car in India till 2004. MUL had a few other offering in its initial years. It offered two variants of Maruti Omni van and Maruti Gypsy jeep-styled vehicle in India. One variant of Omni was targeting large families and second variant was devoid of seats in the back and was targeting cargo carriers. Gypsy targeted adventurers and driving enthusiasts who would travel in difficult terrain or off - roading. However, Gypsy became very popular with law enforcement agencies. Both Omni van and Gypsy were highly successful in their respective market segments. In 1995, MUL launched Zen. Zen became very popular because it had low noise engine and bigger capacity compared to Maruti.

Subsequently MUL introduced Alto, Wagon R, Swift, Esteem, among others. MUL continued to provide reliable, robust and economical vehicles.

Liberation era began in 1991; however, the flowers of liberation started to blossom in mid to late 1990s. The second wave of liberation from late 1990s to middle of 2000s created a new class of upper middle class with significantly large disposable income. Recent reports indicate that passenger vehicles segment grew over 25% in India 2010, miles ahead of Japan, Brazil and in the USA. Passenger vehicle market is expected to continue to grow at a fast rate for the next decade. Particularly, there has been a huge growth in the luxury car segment in India. This segment is over Rs 5000 crore and is

expected to grow 40 percent annually. According to a report by McKinsey and Co, there are over 20 lakh households in India with an income of over Rs 1.5 lakhs per month and it expected that by 2015 there will be over 80 lakh household with income of over Rs. 1.5 lakhs.

In an attempt to enter and capture this segment, MUL offered new line vehicles that were in semi-luxury to luxury segment. MUL launched Baleno, Grand Vitara, Swift DZire, Verna among others. However, MUL faced challenges capturing this segment. The semi-luxury and luxury segment is an attractive segment as it offers higher profitability.

Despite several operational and marketing attempts to position its vehicle in non-economy segment, MUL did not achieve significant success. Swift and Swift Dzire were successful in diesel variants but did not have similar success in petrol version. MUL has a strong brand equity and loyalty in the economy segment. MUL today offers a car in almost all categories of consumer price-range with varied success. It has become a challenge for MUL to offer good experience to consumers in all segments.

Discussion Questions :

- a) What does brand Maruti mean to you? Do you think Maruti can successfully customize its offerings to match consumer desires and preferences?
- b) Are you willing to buy an MUL product priced at Rs. 25,00,000? Why and why not? Discuss.
- c) Should MUL try to be everything to everybody by offering on variants at almost all price points? Or should it consolidate and expand its market share in economy segment?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.