

Roll No.

Total No. of Pages : 03

Total No. of Questions : 10

MBA (Sem-2)
MARKETING MANAGEMENT

Subject Code : MBA-203-21

M.Code : 92176

Date of Examination : 01-06-2023

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

1. Answer Briefly :

- a) Define the marketing ideas
- b) What do you understand by the marketing concept?
- c) How to target the audience?
- d) What is advertising?
- e) Role of Sales promotion.
- f) What is Branding?
- g) Define the Global Marketing
- h) How e-retailing is different from e-commerce?

SECTION-B

UNIT-I

2. Describe the marketing management and how it is different from selling? Discuss the marketing mix with example.

3. What do you mean by the consumer behavior? How do you describe the major steps in marketing planning process?

UNIT-II

4. Highlight the factors responsible for segmentation. What are the factors affecting the targeting and positioning for market growth?
5. What is Product life cycle? How do you enumerate the marketing strategies for different stages of PLC?

UNIT-III

6. Describe the different elements of promotion mix. What is the role of advertising element?
7. Describe the Pricing. Highlight the methods for pricing and how these are affected by different factors?

UNIT-IV

8. Comments on Rural Marketing, Network marketing, Buzz marketing and social marketing.
9. What is digital marketing? What are the strategies for digital marketing?

SECTION-C

10. Case Study :

Mr. Sunil Mathur, Director, raj Doors Pvt. Ltd, was not sure what kind of marketing strategies, segment and target market he should use in order to achieve the company goals on sales and profitability. The sales and profits were not growing as per expectations of Mr. Mathur.

Sunil Mathur joined the family business in 2006 after completing graduation in Electronics Engineering and MBA from a reputed institution in India. The company manufactures and markets plastic doors (GTEX brand) for bedrooms, bathrooms, office rooms, balcony etc. These non-wood doors can be used for residential houses, institutions like schools, office, hospitals as well as commercial shops, malls etc

The market for plastic doors was growing at the rate of 50% annum. Raj Door was having a marketshare of 14% in the year 2008. Kintex and Aptak were the leading players with market share approximately 28% and 20% respectively. Balance market was dominated by smaller players as well the players in the unorganized sector.

The market was overall dominated by wooden doors. The market was highly fragmented with no player commanding more than 4% of the market. Unorganized sector was the dominant player in the wooden door market.

Mr. Sunil was determined to make the company as market leader of the overall door market (both wooden and plastic) in the next ten years.

The company had segmented its market into the following segments (a) government organizations like CPWD, Ministry of Defence Railways etc. ; (b) Residential house built by builders;(c) commercial organizations and institutions ; (d) individual house owners built by individuals ;(e) fabricators.

We have targeted all the above market segments for plastic doors, excepting those who want wooden doors' said Sunil Mathur. He further added that their sales personnel regularly contacted contractors who get business from government organizations, where lowest price and good after-sales-service axe the key buying factors. However, when sales personnel call on builders for residential and commercial complexes for getting orders, Superior product quality and services are the most important factors that they have to keep in mind. For house owners and fabricators indirect channel of dealers are used. They mostly look for low prices and delivery service

The company developed three sub-brands under GTEX brand. These are Solidex, Fibrex and Lightex Solidex brand was suitable for government firms, institutions, individual houses with medium quality and medium to low prices. Fibrex brand with high quality was suitable for builders and a few individual house owners Lightex brand offered lower quality and low prices for replacement market and a few individual house owners.

You have been hired by the company as a marketing consultant. Please address the following questions. Make and state suitable assumptions wherever necessary.

- a) Evaluate how the buying behavior is likely to be different in the Commercial offices from individual households.
- b) Analyze the nature of competition and its implication on Raj Doors.
- c) Develop a marketing strategy with focus on Strategic orientation (whether you would like to be leader, challenger and follower)? Discuss its implications.

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