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John and Peter. Another big player M/s. Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market. John and Peter have set their sights high. They aim to sell mushrooms in a very big way all over India and Malaysia. Mushrooms have a great market potential and is a perishable food.

*Questions :*

- (i) How will you advise John and Peter, as how to increase the consumer awareness about this new food ?
- (ii) What would be your suggestions for distribution channel for mushrooms ?

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**M. B. A. (SECOND SEMESTER)  
MID SEMESTER**

**EXAMINATION, 2021-22**

**MARKETING MANAGEMENT**

**Time : 1½ Hours**

**Maximum Marks : 50**

**Note :** (i) This question paper contains two Sections.

(ii) Both Sections are compulsory.

**Section—A**

1. Multiple Choice/True-False : 10×1=10 Marks
  - (i) Advertising and marketing are the same thing. (True/False)
  - (ii) The American Marketing Association's definition of marketing is; 'Marketing is the set of activities which lead to profitable exchanges which add value to the seller's business'. (True/False)

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(iii) A company which invests most of its budget into sales training and support of their sales teams, is likely to have a market orientation. (True/False)

(iv) Transactional marketing is more concerned with making the immediate sale than with building relationships.

(True/False)

(v) Regular customers are all brand loyal.

(True/False)

(vi) Define the term 'market' :

- (a) a place where similar products grouped together
- (b) a competitive high street
- (c) a place where buyers and sellers meet
- (d) a basket of goods
- (e) a shopping mall

(vii) How might you categorise the market for office photocopiers ?

(a) B2C

(b) B2B

(c) C2C

(d) C2B

(e) B2B

(viii) What is the difference between the term 'customer' and the term 'consumer' ?

(a) There is no difference.

(b) The term consumer refers only to people who buy food and drink products.

(c) Customers buy products but it is consumers who use them.

(d) Customers make organisational rather than personal purchases.

(e) Consumers buy products on behalf of customers.

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- (ix) In what way does an organisation's 'strategic orientation' affect the way it operates ?
- (a) It guides the organisation's marketing activities and strategy.
  - (b) It dictates appropriate sources of funding.
  - (c) It assists the government in classifying the organisation.
  - (d) It affects shareholders' decisions about how the organisation should be run.
  - (e) It helps an organisation to choose the best advertising strategy.
- (x) Which form of strategic orientation focuses on customers and competition ?
- (a) Customer orientation
  - (b) Product orientation
  - (c) Sales orientation
  - (d) Societal orientation
  - (e) Market orientation

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### Section—B

- Note :** (i) Answer all the questions by choosing any *one* of the sub-questions.
- (ii) Each question contains three parts (a), (b) and (c). Attempt any *one* part of choice (a) and (b) from each question and part (c) is compulsory of each question.
2. (a) Define the nature, scope and importance of Marketing Management. 10 Marks
- OR
- (b) Define Marketing Environment and focus on its elements. 10 Marks
- (c) **Case let (Compulsory) :** 10 Marks
- During the last half of the twentieth century, many barriers to international trade fell and a wave of firms began pursuing global strategies to gain a competitive advantage. However, some industries benefit more from globalization than do others, and some nations have a

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comparative advantage over other nations in certain industries. To create a successful global strategy, managers first must understand the nature of global industries and the dynamics of global competition. Due to globalization Indian companies in last have been exposed more and more to global markets. They have been benefitted from the interactions with global ideas, practices, professions and capital. In this scenario it is necessary for them to change. The major strategies which are followed by Indian firms are outsourcing, internationalization and multi-nationalization. Outsourcing is used by companies which feel the market in the market is small and unattractive. Companies outsource primarily to cut costs. It is said that, "Do what you do best and outsource the rest." Along with decreasing costs today strategic

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outsourcing can help to access skilled expertise, reduce overhead and increase efficiency, reducing turnaround time and generating more profit. Internationalization gives company access to various markets and use the resources available there to expand themselves. It gives opportunity for more growth and profitability. Companies also look forward to acquire the underperforming companies there. The example of it is Tata Motors acquiring JLR, today JLR is the most important part of Tata Motor's profit. Multi-nationalization means how to take into account when expanding globally the environment prevailing in that country. It will be very different from the domestic environment and so transferring knowledge and personnel to other countries needs proper formulation of corporate strategies. Firms which have

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expanded globally could be broadly divided in three type exports, licensing, and direct investment. A multinational firm subsidizes operations or subsidiaries in countries where the market is growing with resources gained from other subsidiaries where the market is declining. This gives them flexibility. Although there are opportunities globally, not many Indian companies are operating successfully in foreign. TCS, Infosys, Reliance, Tata are the few names which have applied strategies correctly to expand globally. Acquiring firms or going for joint ventures which allows them to explore the global markets, acquire the knowledge, technology and eventually diversifying their portfolio. This helps them to hedge themselves from the volatility and unpredictableness of the market (although this can expose them to

uncertainty in international markets like in scenario of Brexit recently). If the domestic market is down they can benefit from international market and it helps them to take advantage of any boom in the market. So what other companies can do is to try and explore the opportunity of expanding. Adani is expanding in Australia. Oil companies are looking for investing in Iran which has now opened gates for investment and gives chance to Indian companies to expand and explore. An international strategy means that internationally scattered subsidiaries act independently and operate as if they were local companies, with minimum coordination from the parent company. International strategy focuses more on the local business of that country and there is not much interference from the Centre of the company. The international strategy

gives subsidiaries the independence to plan and execute competitive moves independently, that is competitive moves are based solely on the analysis of local rivals. Currently the best strategy any company can have is to have footprint in both domestic and international market. This gives them safety from volatility and gives diversification.

**Questions :**

- (i) From the above, elaborate in detail the marketing strategy, Indian firms have adopted in recent times.
  - (ii) What are upcoming opportunities and challenges to face by Ind firms on expanding business globally ? Critically examine your views.
3. (a) What do you understand by Market Segmentation ? Explain basis of segmentation consumer markets.
- 10 Marks

OR

- (b) What is the relevance of studying consumer behavior ? Explain with proper example. 10 Marks

- (c) **Case let (Compulsory) :** 10 Marks

John and Peter are two enterprising youth. They have passed out from IIM, Ahmedabad. They thought instead of doing a job, they will launch fresh vegetables in International markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For John and Peter fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotel in Malaysia. Further, the hotel placed orders for supply of 20 kgs every day. Now mushroom industry is run by small entrepreneurs, like