

FACULTY OF MANAGEMENT STUDIES

UNIVERSITY OF DELHI

Semester Examination-2018

Name of Examination: MBA (Full Time)-I

Paper Title: Marketing Management

Paper No. 6105

Time Allowed: 3 Hours

Maximum Marks: 50

Answer any five questions. All questions carry equal marks.

1.

- a) Over the years, Apple has been able to push up the price points of its iPhones. The price of top end iPhone Xs Max 64 GB version is \$350 more than the starting point of its top end offering four years ago. The flagship iPhone 6 Plus was priced at \$749, iPhone X with price of \$999. The success of its pricing strategy of charging more for better products can be seen in the financial performance of the company. Discuss the pricing approach being practised by Apple. (5)
- b) Discuss the pricing approaches being practised by mobile service providers in the present scenario. (5)

2. A large manufacturer of car fragrances wants to increase its market share through multi channel distribution plan. List the important factors that need to be considered while designing an appropriate channel strategy for it. Also suggest various suitable channels for this firm to reach the customers. (10)

3. Identify and discuss the influence of macro environmental factors in the context of the following:

- i. Set Top Box for DTH services
- ii. Digital Payments
- iii. Skin-care products
- iv. E-commerce marketplace

(10)

4.

- a) Explain the relevance of marketing concept for Govt. organisations for designing and implementing cleanliness drive for making Swachh Bharat more effective? (4)
- b) Explain the following analytical models used for appraising SBUs of the firms and to facilitate strategic planning in multi business enterprises.
  - i. BCG model
  - ii. Ansoff Matrix

(6)

- 5.
- a) What do you understand by the term 'Integrated Marketing Communications' (IMC)? Critically evaluate IMC plans of any two companies of your choice. (6)
  - b) What are the strengths and weaknesses of social media advertising? (4)
6. Select any two brands from the following product categories and discuss their targeting and positioning strategies.
- i. Car
  - ii. Footwear
  - iii. Laptop (10)
7. Explain any two of the following:
- i. Consumer buying decision making process
  - ii. Brand equity and role of brands
  - iii. Value exploration, Value creation and Value delivery. (10)