

MBA (FT) November 2019
MBAFT 6105: Marketing Management

Time allowed: 3 Hours

Maximum Marks: 50

Answer any five questions. All questions carry equal marks.

1. A company wants to enter in consumer electronics and introduce a range of its home appliances – refrigerators, washing machines, microwave ovens, televisions and also cellular phone handsets. The company wants to position these products at the urban professionals in the middle and higher income groups. Discuss the controllable and uncontrollable factors that would affect the marketing strategy of the company.
2. What factors should always be considered while making pricing decisions? Would these change in the case of a new product? Why?
3. Discuss the decision-making process that a middle-class urban consumer is likely to adopt for purchase of paint. What personal factors are likely to influence this buying decision?
4. (a) What are the advantages for the marketer in segmenting the market?
(b) Discuss the segmentation variables that can be used for identifying potential segments for: (i) Perfume (ii) Bicycle. Also suggest the value proposition for different market segments.
5. Assume that your company deals in a wide range of orthopaedic equipments such as crutches, wheel chairs, walkers, knee braces, heating pads etc. As these products are required for medical treatment, customers want quick response to their orders. The requirement is also customer driven and so most of the products come in a variety of styles, shapes and sizes. Discuss the distribution strategy you would adopt with reference to (i) type of channel and (ii) distribution intensity. Also outline the advantages and challenges of the chosen distribution channel.

6. A company wishes to launch new toothpaste which can effectively prevent cavities, plaque and tooth decay. But the toothpaste market is highly crowded with multiple brands. Outline the communication objectives and suggest the mix of promotional tools that should be used by the company to effectively communicate with its target customer group. Do you think an integration effort is important in managing marketing communications in this case? Why/why not?

7. Write short notes on any two of the following:

- done* (a) Marketing mix for services — (examples)
(b) Marketing strategies in the maturity stage of PLC
(c) Strategic marketing planning
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