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MBA  
MGT 106

**FIRST SEMESTER BACK EXAMINATION 2015-16**

**MARKETING MANAGEMENT - I**

**BRANCH : MBA**

**QUESTION CODE : T848**

**Max marks: 70**

**Time: 3 Hours**

*Answer Question No.1 which is compulsory and any five from the rest.*

*[The figures in the right hand margin indicate marks]*

Q.1 Explain the following concepts with examples where ever required : **2x10**

- (a) Societal marketing concept.
- (b) Micro marketing environment
- (c) Undifferentiated market coverage strategy
- (d) Porter's five forces of competition
- (e) Derived demand
- (f) Perceptual mapping
- (g) Cannibalization
- (h) Demographic segmentation
- (i) Opinion leaders
- (j) Marketing Vs. selling

Q.2 **Case study :**

1. The National Council for Applied Economic Research (NCAER) has predicted that by 2015, the middle class in India will be over 2.5 crore. These statistics demonstrate that there will be continued growth in demand of automobiles in India for years to come. However the price of typical two wheeler was almost one-fourth the price of the cheapest car.(Maruti 800) in the market. Hence the automobile sector in India remained dominated by two-wheelers. The four wheelers were considered somewhat of luxury item not within the reach of the common man. Examining and understanding the gap in the automobile market, Tata motors limited launched its new small car Tata Nano, at a price that was in the reach of the middle and lower middle class people. Tata Nano received significant publicity world-wide for building the cheapest car in the world with the lowest power consumption. Tata Nano also boasted of excellent fuel efficiency. Thus Tata Nano provided an opportunity for the lower middle class family to upgrade from two-wheeler to four-wheeler market. Thus Tata Nano created a new segment within the economy segment of automobiles in India.This product provided a significant competitive advantage to Tata as it will be able to garner large market share in the automobile segment and also consolidate its position in the world of automobiles by building automobiles in the most cost-efficient way. **10**

However, Tata Motors was forced to raise the price of Nano on account of improvements in engine to meet the new emission standard. Further Tata Motors was hit with production issues and unable to fulfill the advance order of the customers. Despite several hiccups in its journey from factory to the roads, Tata Motors billed Nano as somewhat successful launch. Furthermore the launch of Nano may have put some pressure on the two-wheeler market. Thus it is expected that two wheeler industry may come up with cheaper variants of motor cycles at a very low introductory price. Introduction of cheaper introductory models of motor cycles will make Nano's future even more competitive one.

**Questions:**

1. Do you agree with the assumption that Tata Nano would provide a competitive advantage to Tata Motors by creating a new segment in the economy segment of the automobile market in India?
2. As of today what is the future of Tata Nano and its positioning as a low priced car also suggest some measures for its continued success.

Q.3 Distinguish between macro and micro marketing environment. Discuss the components of macro environment and their role in strategy formulation. **10**

Q.4 Discuss the importance of marketing planning. Explain the steps involved in the process of marketing planning. **10**

- Q.5 Distinguish between organizational buying and household buying. Explain various stages in the buying decision process of a consumer. **10**
- Q.6 What do you mean by product positioning? Do you think that positioning has a role in marketing mix decision of a company? **10**
- Explain your opinion and discuss the various positioning strategies usually used by companies.
- Q.7 (a) A colleague of yours has sent you an e-mail seeking your advice as he attempts to sell a new voice mail system to a local business. Send him a return e-mail describing the various people who might influence the customer's buying decision. Be sure to include suggestions for dealing with the needs of each of these individuals. **5**
- (b) The Oriental Packaging Corporation is the pioneer in India for providing different types of packing materials, readymade containers, cartoons and the like. They offer a wide range of covering paper, aluminium and the like, suitable for a variety of packaging needs **5**
- Packaging in earlier days was considered only as a protective measure. However with new trends in marketing and changing taste of customers, packaging today performs functions of promotion, product differentiation, branding etc.
- M/s Good Luck Exporters has asked for packaging advice for its sea food and Handicraft products. As the manager of OPC, you are required to give a complete packaging plan to your client in the light of the new trend in packaging.
- Q.8 Write notes on : **10**
- (a) Characteristics of a good market segment.
- (b) The impact of marketing on society.