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Total number of printed pages – 3

MBA
MGT 106

First Semester Regular Examination – 2014

MARKETING MANAGEMENT – I

BRANCH : MBA

QUESTION CODE : H 464

Full 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.*



1. Answer the following questions :

2 × 10

- (a) What is the Tip of the Iceberg principle ?
- (b) What is understood by feature-oriented positioning ?
- (c) What is the meaning of physical evidence in service marketing ?
- (d) What do you understand by hypothesis in market research ?
- (e) What are the 6 Ps of marketing in Mega Marketing ?
- (f) What do you understand by Consumer-Guided marketing ?
- (g) What is understood by vertical integration of channels ?
- (h) What is the role of skimming pricing ?
- (i) What do you understand by product concept ?
- (j) What is propaganda ?

2. **Case :**

Helter Skelter, Inc., the Houston, Texas-based company, expertises in termite extermination. The whole of USA, well almost the whole, makes frame houses made out of wood for inhabitation. Hence, it is always very important for the

P.T.O.

builders to treat them properly for all kinds of termite and other insects. Helter Skelter has been considered by most builders as the most reliable company in this regard. Their reliability has not been questioned. They also claim that they have a unique treatment style; which repels all kinds of termites and insects for at least ten years till it needs another treatment. Overall the company enjoys a kind of monopoly in its field because of the quality it delivers.

The management of the company decides in its AGM to expand its business beyond the territories of USA. One of the India-born Directors of the Board also proposed in the AGM to consider India as one of the destinations for its expansion activities. This was well appreciated by the other members of the Board considering the latest developments in India politically and economically.

Helter Skelter decides to make foray into India with proper due diligence. The expert team meant for India finds the country to be of different nature with regard to termite and other insects' treatment. Besides, unlike USA, it is not compulsory for all Indian houses to go for such treatment. However, the expert team considers the country as a huge market with great potential for the company's products. They further feel that people only would have to be made aware to go for termite treatment. Hence, Helter Skelter jumps into India.

Assignment :

Design a complete marketing program for the success of Helter Skelter in India keeping the Indian environment in mind. 10

3. Why does channel conflict arise and how many kinds of conflicts can be there ? Exemplify a few and suggest ways to resolve them. 10
4. Lay down the different pricing strategies and analyze them from their marketing perspectives. 10
5. Differentiate between marketing and market with examples. Focus on the AMA explanations of the terms while writing down your answer. 10

6. What is the consumer decision process approach ? Elaborate your answer with example of Harley Davidson mobike as the product to be purchased. 10
7. Write notes on any two : 5×2
- (a) Green Marketing
 - (b) Relationship Marketing
 - (c) Guerilla Marketing.
8. Lay down the macro and micro environment situations for FMCG marketing. Use relevant examples to support your answer. 10


