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Total number of printed pages – 2

MBA
MGT 106

First Semester Examination – 2013

MARKETING MANAGEMENT - I

QUESTION CODE : C- 622

Full Marks – 70

Time : 3 Hours

*Answer Question No. 1 and 2 which are compulsory and any **four** from the rest.
The figures in the right-hand margin indicate marks.*

1. Answer the following questions : 2×10
- (a) What are 7Ps of marketing and which specific area of marketing it is applied to ?
 - (b) What is B-to-B marketing ?
 - (c) What is understood by STP ?
 - (d) What is marketing myopia ?
 - (e) Elucidate how need category products are different from want category products.
 - (f) How elastic demand is different from inelastic demand ? Give examples.
 - (g) How organizational buying is different from household buying ?
 - (h) Differentiate between marketing and selling.
 - (i) How standing plan is different from single use plan ?
 - (j) What is 80-20 principle in marketing ?
2. Millennium, Inc., is a USA based company dealing in sportswear. The company is very well established in US and Canada. It sells all kinds of sportswear to professional teams playing baseball, football (American), ice hockey, basketball, soccer, and all kinds of athletics' events. Its products carry the brand name 'Millennium' universally. Millennium is planning to go global riding on its success in the Americas. In its huge global expansion program, India and China occupy a vital place since these markets are humongous in size. Millennium expects to

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multiply its business manifold with this ambitious global expansion program. Its market research team visits China and India to begin with. Japan and Taiwan etc. have pretty much fallen in the line of USA. Therefore, Millennium research team keeps them aside in their probing mission for the time being. The team that came to India observed that Indian market is strongly guided by promotional activities and the game of cricket. The members of the team suggested the CEO of Millennium, Inc., Hank Gilbert, that somebody familiar with the Indian market should be hired for the purpose. Hank instantly agrees and permits the research team to hire someone, preferably an MBA with the right background from a good Indian B-School, to design the promotional mix strategy with the games played in India in mind to launch the product in India nationally.

You are the lucky one to have got the job. 10

- i. Explain your analysis of Indian games and sports from the point of view of sportswear marketing potential for Millennium. 10
 - ii. Design the promotional mix strategy for Millennium sportswear for the Indian market. 10
3. What is the role of marketing management in the study of business management? Elaborate your answer with example. 10
4. Discuss the factors which influence consumers' buying behavior. Explain the steps involved in the consumers' decision-making process. 10
5. Explain the micro and macro environment factors that affect the marketing of tractors for agricultural use with example 10
6. What are the pre-requisites for a good marketing plan? Discuss the planning process in detail. 10
7. Elucidate how learning and personality affects consumer behavior. 10
8. Write short notes on : 5×2
 - (a) Impact of marketing on society
 - (b) Market segmentation.

