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Total number of printed pages – 2

MBA
MBA 201 (New)

Second Semester (Back) Examination – 2013

MARKETING MANAGEMENT

QUESTION CODE : B586

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 is Product Mix ?
 - (b) What is Marketing Concept ?
 - (c) What is Salesmanship ?
 - (d) What is FMCD ?
 - (e) What is the Rifle Approach ?
 - (f) What is understood by Merchandise Discount ?
 - (g) What is Propaganda ?
 - (h) What is Skimming Pricing ?
 - (i) What do you understand by Societal Marketing ?
 - (j) What is understood by Auxiliary Marketing Institution ?

2. **CASE STUDY :**

Sid Sartoga, an NRI, has a USA based company named “Sartoga International” in Portland, Oregon. The company specializes in manufacturing and marketing of high quality crockeries and unbreakable microwave friendly China pots and pans. The prices of the different range of crockeries, and pots and pans are relatively high. The “Sartoga” brand is used for the Sartoga International products. Sartoga products are well received in USA. The top management at Sartoga International decides to go for expansion of marketing of their brand of products globally. To begin with, Sid Sartoga, being of Indian origin, decides to

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go for India. Another reason for picking up India as the destination is India's rapid industrial and economic growth. Sid Sartoga appoints you as the senior marketing expert from India. You have a strong background in FMCG market of India because of your experience for past ten years in the industry. Sid Sartoga expects you to lead the marketing operations. You consider your responsibility, to begin with, is to study the market potential for "Sartoga" brand crockeries, and pots and pans in India. You use your own knowledge in market research for the purpose. The results make you feel optimistic and confident. 10

Assignment :

You have been hired by Sartoga International to undertake marketing operations in its entirety in India. What would be your plans to go ahead with it ? Delineate a step by step approach to it justifying your action for it.

3. What is understood by marketing mix ? Explain how it can be practiced with the example of an expensive "Lipstick" as the product. 10
4. What is understood by promotional mix ? Design a promotional mix for a quick cooking food like "noodles" with sufficient justification. 10
5. What is Product life cycle ? Explain in detail with a desk top computer as the product. Give sufficient reason for your answer. 10
6. What is understood by STP ? Design an STP strategy for a soon-to-be-launched moped with Italian technology. 10
7. Use your knowledge of consumer behavior and decision process approach to explain the purchase of a medium range motor bike. Elaborate your answer with sufficient reasons. 10
8. Write notes on any **two** of the following : 5×2
 - (a) Mega Marketing
 - (b) Transaction Marketing
 - (c) Direct Marketing.