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Total number of printed pages – 2

B. Tech
HSSM 3403

Eighth Semester Regular Examination – 2015

MARKETING MANAGEMENT

BRANCH(S) : CIVIL, EEE, ELECTRICAL, MECH, MM, MME

QUESTION CODE : J 382

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

- Explain the concept of Green marketing.
- Explain the concepts of customer perceived value and customer lifetime value.
- What is meant by the term "born global" ?
- What is the importance of e-commerce ?
- Explain positioning strategies.
- Define packaging.
- Differentiate between consumer and business markets.
- Explain the process of global distribution.
- Explain the concept of Data Ware housing.
- Write the merits of relationship marketing.

2. "The herbal shampoo market is valued at around Rs. 100 crores. Nyle, Ayur, Dabur and Biotique are some of the established brands in the market. Helene Curtis (JK Group) has introduced a premium herbal shampoo (with variants Shikakai, henna and amla and brahmi and josur) priced between Rs. 80 and Rs.

P.T.O.

90 (500 ml) for different types of hair. The proposition is the benefits offered by the variant based on the combination of herbs. The benefits offered by the variants range from extra protection and nourishment to colour, body and bounce. The shampoos have been launched under the brand name Premium Herbal Shampoos and they target urban housewives with a monthly household income of Rs.25, 000. The brand is distributed through 70,000 retail outlets and 120 Raymond shops. The company has planned only point of purchase (POP) posters initially and may consider the electronic media later. The shampoo has an annual advertising expenditure of Rs. 10 crores."- Comment on the marketing mix of JK's Premium Herbal Shampoos and give suggestions for making it more effective. 10

3. How can marketers learn about the stages in the buying process for their product ? List and briefly characterize various methods involved in buying process. 10
4. Explain the concept of product life cycle and discuss how it is related to the different stages of market development. 10
5. "The money spent on advertising is an investment and is not a waste". Do you agree ? Give reasons for your answer. 10
6. Discuss the emerging trend and challenges as applicable to Indian consumer goods industry in the context of globalised marketing environment. 10
7. What consideration should be taken into account while selecting the channels of distribution ? Explain them with suitable examples. 10
8. Develop a complete sales promotion program for a new brand of any cellular phone. Discuss the various method of trade sales promotion. In your view, which method is more suitable ? 10

