

The Indian apparel market is no longer a mass market that a company can serve in a standard way. This will increasingly get even more fragmented with customers demanding that they be treated as individuals and provided with the appropriate assistance, before a sale, during a sale and afterwards. This trend has repercussions for all areas of the marketing mix of retail companies-whether this be individual advice and assistance in the store, making individual offers, customised configuration of products, or specific help services support after purchase. Finally, at a time when retailing is getting more competitive, retailers have to use new analysis methods, such as data mining, to exploit the advantages offered by precise evaluations of consumer behaviour. New technologies will be used to regain the knowledge about customers that will get lost in the tremendous expansions of local, regional, national retailer groups. In the final analysis, retailers will aim to win the long-term company loyalty of those customers they know, and to use their knowledge of these customers' interests to further improve the company's relationship with them.

To move towards this path most people in the ultra-competitive apparel and fashion industry would need to answer -

- (a) Who are my customers?
- (b) What are their requirements?
- (c) How can fashion retailers offer satisfaction?

MBAC 2002/MBLC 1006

M.B.A. DEGREE EXAMINATION,
DECEMBER 2015/JANUARY 2016.

Second Semester

General/Marketing/Finance/IB/HRM/Tourism

MARKETING MANAGEMENT

(2012-2013 Batches)

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. "Marketing begins and ends with consumer" – Explain.
2. What are the uses of market segmentation?
3. State and explain the sources of new product idea.
4. Enumerate the different stages of product life cycle.
5. What are the pricing objectives?
6. Explain the functions of a distribution channel.

7. State the functions of a retailer.
8. Distinguish between advertising and sales promotion.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Describe the various functions of modern marketing management.
10. Critically examine the various environmental factors influencing the marketing of goods.
11. How will you develop a new product?
12. Explain how will you fix the price for a new product?
13. Discuss various factors you would like to consider for selecting the channels of distribution for a consumer product which is sold all over India.
14. Enumerate the causes for the increase in sales promotional activities in recent days.
15. How will you measure the effectiveness of an advertisement?
16. Explain the techniques that are adopted to motivate the salesmen.

SECTION C — (1 × 20 = 20 marks)

Compulsory

17. Case study

Retail profitability is steadily moving away from Commodities to Customers. This trend will define tomorrow's businesses in a way that will fundamentally change the apparel business. Successful apparel businesses will no longer be ones that generate large footfalls, have good service and great merchandising ... these features will be industry standards that everyone will follow. Competitive advantage will be provided by leveraging the biggest asset of all-the customer. Fashion houses and retailers will be able to build a two-way relationship with customers that create strong switching costs. The traditional response to retaining customers has been to go in for year-round sales or special offers. But tomorrow's customer-driven economy will necessitate differentiating your business from everybody else's in a fundamentally unique way. First, as stores of organised retailers become increasingly similar, consumers feel a greater need for social contact and individual customer service. Second, the increasing social emphasis on the individual requires special solutions tailored to meet individual needs and desires.