MBMM 3001/GN 3001/MBLC 1005

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

Third Semester

Marketing

CONSUMER BEHAVIOUR

Time : Three hours   Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Describe the interrelationship between consumer behaviour and the marketing concept.

2. Explain the steps involved in the consumer decision making process.

3. Discuss the impact of reference groups on consumer behaviour.

4. Explain the concept "diffusion of innovations".

5. Elucidate the psychological processes that affect consumer decision making.

6. What is meant by perceptual mapping?

7. Enumerate the in-store stimuli used to attract consumers.

8. Explain the merits and demerits of online marketing.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. "Value-driven marketing is the need of the hour" - Discuss.

10. Explain the influence of culture on consumers' buying behaviour with suitable examples.

11. "Psychographics are more important than Demographics." - Present your arguments for or against the statement as a marketer.

12. Why are marketers sometimes "forced" to reposition their products or services? Illustrate your answer with examples.

13. Explain the various types of segmentation with examples.

14. Discuss the role of marketing research in studying consumer behaviour.

15. Why is it important to study consumer ethics?

16. How new technologies are enabling marketers to better satisfy the needs and wants of consumers?

PART C — (1 × 20 = 20 marks)

Case Study – (Compulsory)

17. You are the marketing manager of a reputed bank's online banking division. How would you apply the concepts of providing value, customer satisfaction and customer retention to design and market effective online banking?

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Third Semester

Marketing

MARKETING RESEARCH

Time : Three hours   Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Discuss the role of marketing research in marketing decision making.

2. Describe the different types of marketing research.

3. Explain the factors deciding an appropriate sampling design.

4. Describe the differences between a nominal scale and an ordinal scale.

5. What do you mean by primary data? What are the various methods available to collect primary data?

6. Briefly outline the guidelines for coding data.

7. Define a hypothesis. Elucidate the characteristics of a good hypothesis.

8. Discuss the scope and importance of rural marketing research.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Describe the steps involved in the marketing research process.

10. Differentiate between Marketing Information Systems (MIS) and Decision Support Systems (DSS).

11. Explain the types of probability sampling methods, their merits and demerits.

12. Develop a Likert Scale for measuring brand loyalty.

13. Critically analyze interview method as a source of data collection.

14. Describe the steps involved in the process of hypotheses testing.

15. Describe the guidelines for writing marketing research reports.

16. Explain:

    (a) Advertising Research   (5)

    (b) Export Marketing Research.   (5)

PART C — (1 × 20 = 20 marks)

Case Study – (Compulsory)

17. You are the marketing research consultant for a manufacturer of casual clothing. You have been asked to measure the attitude of college students' psychographic characteristics and lifestyles, because they may relate to the use of casual clothing.

    (a) Describe the various components of your research design.   (10)

    (b) Develop a questionnaire to measure the psychographics of the college students. (10)

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Third Semester

Marketing

INDUSTRIAL MARKETING

Time : Three hours   Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define Industrial marketing. Enumerate the characteristics of industrial markets.

2. Explain the classification of industrial customers.

3. In what ways the strategic planning in industrial markets differ from that of consumer markets?

4. Describe the three key elements that link the organization to its customers.

5. Explain the different types of industrial product lines.

6. Briefly describe the different types of costs that you will consider while pricing industrial products.

7. Differentiate between direct and indirect industrial channel structures.

8. Discuss the advantages and disadvantages of personal selling.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the Webster and Wind model of organizational buying behaviour.

10. Discuss the contemporary purchasing activities used in the industrial buying process.

11. Discuss the role of marketing research in industrial marketing.

12. Necessitate the importance of marketing information system in industrial marketing.

13. Explain in detail the process of developing a new industrial product.

14. Describe the various marketing strategies that a marketer can adopt for Industrial Products at different stages of the Product Life Cycle (PLC).

15. Discuss the different steps involved in the process of designing a channel for marketing industrial products.

16. Elucidate the various sales promotional methods available for industrial marketers.

SECTION C — (1 × 20 = 20 marks)

Case Study

(Compulsory)

17. RoBo Ltd. is planning to produce and market robots for manufacturing industries. You have just been hired as a marketing research consultant for studying the industrial consumers' perceptions towards using robots in their operations.

    (a) How will you design your research process? (10)

    (b) Prepare a Questionnaire to assess the perceptions of the industrial consumers. (10)

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(c) Sea Freight and insurance charges ranging from 60% to 100% of F.O.B value depending upon type of fireworks.

As the products are mostly hand made, there is no exercise duty and the duty drawbacks benefits do not occur.

(d) The cash assistance available as export incentive amounts to 15% of F.O.B price The lowest competitive price offered by china and Hong Kong in USA being C.I.F 450 dollars per cubic metre for fireworks.

The last order that was executed by Mr. Nambiar was for 74,000 U.S dollars which was executed before Christmas 1985. He lamented that' in order to remain competitive, we are burning our fingers through these exports. We are not in a position to retreat now having promoted our products and established a foothold'. He pleaded to chemical and Allied products Export Promotion council to look into the matter.

Question :

Suggest the remedies to sort out this problem of physical distribution of fireworks to overseas markets.

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Third Semester

Marketing/Retail Management

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time : Three hours   Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of the following.

All questions carry equal marks.

1. What is physical distribution?

2. What do you meant by target markets?

3. What are corporate marketing systems?

4. Explain the importance of vertical marketing systems.

5. What are the factors influencing distribution network design?

6. What is inventory optimization?

7. What are the advantages of economic order quantity?

8. What is E-Logistics?

9. Discuss the role of physical distribution in marketing.

10. Discuss product, pricing and promotion issues in physical distribution.

11. How will you evaluate channel member performance in distribution?

12. Explain the various models for determination of economic order quantity.

13. How dynamic routing and scheduling will helpful for effective supply chain management?

14. Explain the various models for supply chain decision making.

15. Elaborate the dimensions of performance measurement in the supply chain world.

16. Discuss the functioning of optimization business object in supply chain management.

17. Case study :

Mr. Nambiar fails to see the reasoning of Indian shipping companies to treat it as 'hazardous cargo' and charge exorbitant rates. Sizeable quantities of these fireworks are moved daily by rail and road without encountering any risk. There is, therefore, no reason why these goods should not be carried by sea when they transport such highly inflammable items like crude and petroleum products. Moreover, the company complies with all safety regulations. Every box of fireworks meant for exports is tested and certified under the Indian Explosives Act. As required by the consumer products safety commission of the united states, each packet carries a warning on all sides' dangerous incendiary, misuse will cause serious injury', besides directions of use. Sivakasi fireworks company has made five shipments so far and the average pricing worked out as under.

(a) Ex-Factory cost of fireworks Rs.2,700 per cubic metre.

(b) Cost of inland transportation, warehousing, clearing and forwarding charges Rs.300 per cubic metre.

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Third Semester

Marketing/Retail Management

RETAIL MARKETING

Time : Three hours   Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of the following.

All questions carry equal marks.

1.   What do you mean by Product Retailing?

2.   What is retail environment?

3.   What is retail store location?

4.   Define merchandise pricing.

5.   What is sales promotion?

6.   Explain the advantages of International retailing.

7.   What is retail database?

8.   What is psychological pricing?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of the following.

All questions carry equal marks.

9. Elaborate the trends in the Indian retailing industry.

10. Discuss the social and economic issues in retail marketing.

11. What is the relevance of merchandise planning in retail business?

12. Explain the various methods for determining inventory evaluation.

13. What are the types of advertising? State each with relevant examples from the retailing industry.

14. Discuss the opportunities and challenges in international retailing.

15. Explain the retail selling process in detail.

16. What factors do retailers consider while evaluating an area of the country to locate a store?

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Case study

Cross-docking is a process by which finished goods from the manufacturing source are taken and delivered directly to the customer with little or no handling involved in between. Wal-mart is said to use the concept of cross-docking efficiently and the company delivers about 85% of its merchandise

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using the cross-docking system. The system runs in such a way that shipments typically spend less than 24 hours in the distribution centers, sometimes even less than an hour. Goods are continuously replenished to wal-mart stores within 48 hours by using the cross-docking system without having to store merchandise anywhere. The company owned transportation systems also help Wal-Mart in the speedy replenishment process which facilitates just in time replenishments where goods from the warehouse are moved to the store in less than 48 hours every time.

Wal-Mart has invested a great deal in this unique cross-docking inventory system which had enabled the company to achieve economies of scale and reduce costs considerably. The company also has invested in state of the art technology that can track stocks and movement of merchandise. This keeps the organization up to date with information pertaining to sales and inventory. Wal-Mart had implemented a satellite network system which enables sharing of information among the company's wide network of stores, distribution centers and suppliers.

(a) Suggest a similar model for a hyper market in India.

(b) How do you feel about cross-docking help Wal-Mart in achieving efficient replenishments?

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