MBGN 3001/MM 3001

M.B.A. DEGREE EXAMINATION, JANUARY 2021.

Third Semester

General(Common)

CONSUMER BEHAVIOUR

Time : Three hours   Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the nature of consumer behavior.

2. Bring out the steps involved in consumer decision making process.

3. What are the ways through which culture is learned?

4. What is a Group? State its type.

5. Describe the process of perception.

6. List out the process involved in Product Positioning.

7. Examine the Consumerism in India.

8. Enumerate the significance of Ethics in the study of Consumer Behavior.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Discuss the causes of consumer involvement.

10. Examine the Learning or Pavlovian Model of consumer behaviour

11. Analyze the three broad forms of cultural values.

12. Explain the term diffusion with its basic elements.

13. Elaborate the Maslow's theory of motivation.

14. Describe the various bases of market segmentation.

15. Explain the steps involved in marketing research.

16. Analyse the significance of Global consumer market.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Family Influences.

A certain store was keeping a number of brands of washing machines. They had washing machines to cater to the needs of all the segments of the society. They were stocking IFB, Videocon, BPL,

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National, Godrej, and local made washing machines as well. They had automatic, semi-automatic and manual machines. The automatic machines were bought by the higher income group. The middle income group was content with semi-automatic machines. Manual hand operated machines were for the `lower class of clientele, and also those living in the rural areas, where electrification was not complete, or the electricity went off for days together.

It was observed that when customers came to buy an automatic machine, they usually came with their spouses and they looked mainly at the colour, style of functioning, electric consumption, care for handling, price factors, etc. Many customers would not buy on their first visit. They would come back after an interval of time, and purchase the machine after careful considerations of the attributes that they were looking for. Many would lower their choice, and come back to buy semi-automatic, instead of automatic machines.

The sale was observed to be highest during marriage seasons and at festival times. There was a great influence of the house-wives in buying these, as they were the ultimate users. With a lot of information imparted by the media, and the

children being exposed to it for several hours, in a day, they seemed to have a good knowledge of the attributes, and had a great say in the purchases and their opinions were also given weightage by the parents. Since a chain store is more interested in the sales to materialize, rather than pushing any particular brand, the salesmen are directed to satisfy the customers or the family. This should be their first consideration.

Questions for Discussion

(a) What should be the role of the marketer in the above case regarding advertisement, promotion, persuasion, and closing the sales?

(b) Who others could influence the purchase decisions in a family, in relevance with the above case?

(c) Do you feel that group interaction helps the buyer too, in his decision-making process? Elaborate.

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MBMM 3002

M.B.A. DEGREE EXAMINATION, JANUARY 2021.

Third Semester

Marketing

MARKETING RESEARCH

Time : Three hours   Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1.   Outline the steps in marketing research.

2.   How does marketing research help in decision making stages of managers?

3.   What is sampling error? How can it be reduced?

4.   What is attitude? How do you measure it?

5.   What is Q sort type scale? How do you develop it?

6.   What do you mean by Type I and Type II errors?

7. Discuss the use of Internet and computers in designing questionnaires.

8. Compare and contrast the consumer research in urban and rural markets.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Research is not without Limitations. In such cases, how can a marketer rely on research data and the findings? Discuss.

10. Discuss the recent trends en marketing research.

11. Explain the concept of probability sampling and list out the major types.

12. Explain Continuous Rating and Graphic Rating scaling procedures.

13. Discuss the contents of a research report.

14. Describe depth interview techniques in detail citing their advantages and disadvantages and applications.

15. What is motivation research? Why is it important for marketing decisions?

16. How is test marketing conducted? Explain.

PART C — (20 marks)

(Compulsory)

EXCEL PUBLISHING HOUSE

17. Excel Publishing House has been in existence for the past 15 years or so. The company was set up by an entrepreneur Shri Anurag Jain, whose main emphasis is to publish management books and sell them at moderate prices so that they may be within the reach of management students.

After a few years of experience in the publishing house, Shri Jain felt that the company should concentrate on selected management books, according to prescribed course contents of the institutes. But he feels that the problem of selecting a particular textbook for publication is very crucial in view of increasing competition in the textbook market. Mr. Jain wants to develop a pro-forma to elicit relevant information from institutions/authors interested in having their works published.

Questions:

(a) What sample design is being used by Mr. Jain?

(b) What type of study is this?

(c) Would you advice any other method in approaching this problem?

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MBMM 3003

M.B.A. DEGREE EXAMINATION, JANUARY 2021.

Third Semester

Marketing

INDUSTRIAL MARKETING

Time : Three hours   Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1.   Differentiate between Industrial Marketing and Consumer Marketing.

2.   Explain the Macro Environmental Factors in Industrial Markets.

3.   Describe the steps Involved in Developing Product Strategies.

4.   Why Industrial Marketers use advertising as one of the promotional media?

5.   How does the role marketing vary in a large organization at corporate, business unit and functional levels?

6.   Explain different methods by which Industrial Products and Services are classified.

7. Elucidate Industrial Marketing Research Process in detail.

8. What are the different functions carried out generally by Industrial distributors/dealers?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. In what manner the purchasing practices in government organizations differ in comparison to commercial enterprises in private sector?

10. How Industrial buying behavior is different from consumer buying behavior? What are the major factors that influence business buyers?

11. Explain with examples how the nature of customers service differ based on the type of product and the stage of product life cycle.

12. What are the benefits and limitations of Market segmentation?

13. Explain with example why increasing number of industrial firms follow Niche marketing Strategies?

14. What steps would you follow for developing product strategies for existing products?

15. What are the major elements of high tech marketing strategy?

16. Describe with example, the role of publicity and direct marketing in Industrial Marketing.

PART C — (1 × 20 = 20 marks)

Case Study–compulsory

17. Mr. M. Ramarao inherited a small shoe-manufacturing unit called "Remsons Shoes" from his father. Remsons was supplying shoes to dealers and other branded manufactures. These shoes were then sold to user under others brand name. Remson's remained as unbranded suppliers. There was an intense competition among suppliers and hence profit's margin were non-existence.

Ramarao studied the market situation and found out that there is no future for remaining as supplier. He also founded it was difficult to sell directly without establishing a brand name. It is impossible for Ramarao to spend money on establishing brand name in consumer market.

He decided to took for opportunities. He came to know about safety shoes used in industries. Due to new legislations large companies were forced to provide safety shoes to workers. The big shoe manufacturers were not interested in this market as they considered market small and long producers required.

Ramarao got some imported samples and manufactured few shoes using traditional skills. With great difficulty, he found first industrial customer, a chemical unit. He supplied 1000 pairs to the chemical units. Within six months, there was a major complaint as the shoes were not withstanding the chemicals used. Ramarao investigated the failures and replaced all the shoes though it was a great burden to him. The next lot performed to customer satisfaction.

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During the industry interaction, he found that though the companies were buying the shoes, labour union were the real decision makers. He established good rapport with most industrial units. He became member for International safety organization for labour and started India chapter. He involved his own skilled workers as marketing men as union leaders could correlate with them.

Within short time, Remsons established as major supplier of industrial safety shoes. Remsons established low cost after sales service network using local "mocha" or shoe repairs. As a secretary of international safety organization, he kept good relation with industry managers and workers. He took safety as social cause and conducted awareness campaigns across industries. He was appointed as consultant to labour ministries on industrial safety. He found large market for safety products, such as industrial helmets, goggles, ear muffs. He diversified into new products and started offering a total industrial safety solution to industries.

Questions:

(a)   As a student of marketing, please explain the innovative marketing strategy followed by Mr. Ramarao with focus on marketing mix and STP (Segmentation, targeting positioning).

(b)   What improvement in marketing strategy, you would like to suggest to Mr. Ramarao for future?

MBMM 3004/RM 3004

M.B.A. DEGREE EXAMINATION, JANUARY 2021.

Third Semester

Marketing

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time : Three hours   Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks

1. What factors you would consider for designing the distribution strategies in target markets?

2. Identity the pricing issues in physical distribution goods and services.

3. Explain the impact of supply chain decision on success of the firm.

4. Identify the risk associated with supply chain performances.

5. How to manage supply chain cycle inventory?

6. Why EOQ is important in inventory management?

7.   Write down the alternative capacity planning technique.

8.   Identify the key security concerns in e-business

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions

All questions carry equal marks.

9.   Describe about the principal components of the distribution process.

10.   Scan the challenges in managing market channel intermediaries.   Also suggest suitable strategies to manage them.

11.   Analyse the types of channel conflicts and causes for that.

12.   Explain the types of Manufacturing Strategy in Supply Chain Building Blocks.

13.   What are the advantages and disadvantages of E-Procurement? Explain.

14.   Depict the reason behind capacity planning.

15.   Are e-logistics and e-commerce the same thing? Support your answer with valid points.

16.   Elaborate various types of Internet marketing.

PART C — (1 × 20 = 20 marks)

Compulsory

17. In what way do supply chain flows affect the success or failure of a firm such as Amazon and Uber eats? Elaborate any TWO supply chain decisions that have a significance impact on supply chain profitability.

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MBMM 3005/RM 3005

M.B.A. DEGREE EXAMINATION, JANUARY 2021.

Third semester

Marketing

RETAIL MARKETING

Time : Three hours   Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1.   How retailers add value to the product?

2.   Narrate the trends in retail competition.

3.   Analyze the importance of location in retail management.

4.   Explain the factors affecting the attractiveness of site in retail.

5.   Mention a note on private label brand.

6.   Analyze the various steps involved in retail communication program.

7.   Explain the elements of visual merchandising.

8.   Elucidate the advantages and disadvantages of unorganized retail.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain in detail the Strategic Retail Planning Process.

10. Analyze the types of retail location

11. Discuss about the various types of merchandise

12. Enumerate the types of Retailers

13. Elucidate the strengths and weaknesses of communication methods in retailing

14. Examine the factors to be noted while localizing the departments.

15. Summarize the types of window displays.

16. Evaluate the elements of a good store atmospheric design.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Case Study- A-maize-ing Retail Marketing-Mix Test

Supermarkets are a battleground for packaged goods. Competition for shelf space and the cost of in store promotions make retail a tough market for even the largest companies. A-maize-ing Foods, a small producer of corn chips and snacks, had

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some initial success with their unique products and packaging. Their blue corn chips and sweet potato and other vegetable chips had solid sales and growing acceptance among supermarket chains and convenience stores.

However, A-maize-ing Foods' president, Jonathan Gibson. worried about market pressures as their sales grew. Their foods needed the visual appeal and unique flavor to entice people to buy a bag and keep coming back for more. The company also had to fight for shelf space with penny- pinching retailers. And greater market exposure increased the threat from competitors who had large marketing budgets and skill in knocking-off successful brands. The company regularly tested new products, prices, and promotions. One winner was their A-maize-ing Blue Corn Chips, a new product in the segment for healthier natural foods. The chips came in a bright colored bag with a quirky creative image and the chips had a unique spicy flavor that proved to be popular.

The management team believed this product (that they nicknamed ABC Chips) had immense potential, so they decided to test new ways to increase sales and profitability. The team had a long list of marketing-mix changes they wanted to test, but money was tight, so Jon decided to keep the test small. After some heated debate about which one or two changes they should test, the director of database marketing suggested an

alternative. He suggested that they use advanced testing techniques to give them the freedom to test more variables at the same speed and cost of testing one or two variables alone. After agreeing on the approach, Jon hired an expert from Lucid View to guide them through the project.

Since every retail display, advertisement, and promotion cost money, the team wanted to find the few most profitable changes to implement.

Questions:

(a)   What are the elements that can be tested?

(b)   If you are the consultant how will you implement the changes?

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