

With a lot of publicity, the company introduced this new range to biscuits in four Metropolitan towns of Mumbai, Chennai, Kolkata and New Delhi beside Bangalore. The results for first six months were encouraging. However, from the seventh month, the sale started declining. In the twelfth month, the total sales of this type of biscuits were reported only at 25% of the peak reached. The quality was maintained. The price right from the beginning was 10% higher than the other types for same weight.

Questions :

- (a) What caused the downward trend of sales for animal-shaped biscuit?
- (b) What remedial actions would you suggest to maintain the sales at a particular brand?

MBGN 3001/MBMM 3001/
MBLC 1005

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Third Semester

Marketing/General

CONSUMER BEHAVIOUR

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What are the factors influencing consumer behaviour?
2. Explain the various stages involved in the buying process.
3. What is meant by reference groups? How those groups influence consumer behaviour?
4. Explain the criteria for successful segmentation.
5. What are the factors that affect the consumer buying process?
6. Discuss the history of consumption as it relates to current marketing practices.

7. Explain the applications of life style characteristics to marketing strategies.
8. What are the culture influence and how for it reflects marketing strategies?
SECTION B — (5 × 10 = 50 marks)
Answer any FIVE questions.
9. Explain the types of consumer purchasing decisions.
10. Briefly review Maslow's motives hierarchy and the concept of prepotency. Cite at least three products that might appeal to an individual at each stage of the hierarchy.
11. Explain the concepts of motive linking and motive bundling. Show how they can apply to the purchase of a jogging suit.
12. Briefly explain the integrated marketing communications.
13. Explain the factors influence the psychological perspectives.
14. Describe the strategies basis for market segmentation.
15. Explain the need for consumer awareness.
16. Explain the objectives and importance of marketing communication.

2

MBCGN 3001/
MBMM 3001/
MBLC 1005

SECTION C — (1 × 20 = 20 marks)
Compulsory.

17. Case Study:

Ajanta Biscuits, Bangalore, are in the field for a little over six years, during this time, they have consistently increased their sales. This was possible mainly due to good quality of biscuits, a good distribution network and promotion policy. The company has shown innovative ability by bringing out variety of biscuits to cater to various tastes in the consumer market.

A study made on the biscuit industry by the Indian Biscuit Manufacturers Association highlighted that out of the total consumption of biscuits, almost 21% are consumed by children below the age of 11. The management of Ajantha Biscuits decided to develop special biscuits to cater to this market segment. After working out different possibilities, it was finally decided that biscuit made in different animals shapes would be introduced which would certainly appeal to the younger generation. As such, sample were prepared. The company carried out a small exercise in test marketing the biscuit in their home town. A sample size of 200 was selected for this purpose. Majority of the sample consumers showed their interest and informed that the children have liked the products.

3

MBCGN 3001/
MBMM 3001/
MBLC 1005

with their respective societies. In addition, as an initiative from the State Government of Tamil Nadu, many of the artisans formed their own Self-Help Groups' (SHGs). By this initiative, an artisan may be a member of any one of the self-help group. However, not all the artisans joined members of the self-help-groups. Artisans doing business privately and member of the societies together also joined and formed self-help groups. However, the main purpose is to obtain credit for various reasons and some of the artisans use it for their operations also. However, the SHGs are not focusing on any trading activities of the finished products.

Normally a self-help group consists of 10 members, and 30 such groups are formed in Swaminmalai and 25 such groups are in Tanjore. In addition, not all the artisans are having their own manufacturing and marketing arrangements. Nearly 1/3 of them are employed with other artisan's workshop on wage basis. Some of the labor-artisans are members of self-help groups and members of the society. The employer may be an artisan who deals through the society (member of the society) or may be a non-member (independent artisans).

Mr. Sriramman is in the process of conducting a survey / interview with the artisans; what kind of suitable sampling plan would be more appropriate for his study?

4

MBMM 3002/
MBL.M 4004

MBMM 3002/MBL.M 4004

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Third Semester

Marketing

MARKETING RESEARCH

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What are the various types of Research?
2. What are the components of marketing information system?
3. Explain Central Limit Theorem and confidence level.
4. Pilot Study, Case Study, Literature review – Explain
5. Define the terms Reliability and Validity.
6. Interval and Ratio Scale – Explain.
7. What is Attitude? How do you measure it?
8. What is Hypothesis? How will you understand Null and Alternate hypothesis?

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain Cross Sectional design and Longitudinal design. What are their advantages and disadvantages?
10. Judgment sampling, Snowball sampling – Explain.
11. Explain the concepts of Standard Error and sample size determination.
12. What is DSS? Mention its advantages and disadvantages.
13. What is Non-Comparative Scaling procedure? Explain the types.
14. Describe the process of designing a questionnaire, the steps involved and the guidelines to be followed in each step.
15. What is Market Analysis? Mention the checklist for Market Analysis.
16. Compare and contrast the consumer research in urban and rural markets.

2

MBMM 3002/
MBLM 4004

SECTION C — (1 × 20 = 20 marks)

(Compulsory)

Sampling in Swaminimalai and Tanjore Clusters

17. Mr. Srinaman, a researcher, is conducting a study about Tanjore Art plate cluster and Swaminimalai Bronze Lion clusters of Tamil Nadu, India. The study aims to understand the significance of 'micro credit' in development of small-scale sector; particularly, the role of banks and preparedness level of the manufacturers to avail such facilities. In India, many such 'industrial clusters' are existing; places like Moradabad, Nacharkoil manufacturing various such products. However, both Swaminimalai and Tanjore Art plate clusters got recognition from the Government of India for 'Geographical Identification' (similar to patent). Swaminimalai is having nearly 500 artisans and Tanjore Art plate cluster is having about 400 artisans.

Out of these numbers, some of them are doing business through the respective co-operative societies (where the respective artisans get their raw materials, working capital credit and finished products are given to the society; in turn, the society sells the products through its own sales outlets or supplied to the order(s) accumulated by the society) and some of them have their own arrangements to produce and sell. Nearly 175 artisans of Swaminimalai and 172 artisans of Tanjore registered

3

MBMM 3002/
MBLM 4004

MBMM 3003/
MBIM 4001

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Third Semester
Marketing

INDUSTRIAL MARKETING

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE out of the following.

1. Draw three comparisons between consumer marketing research and industrial marketing research.
2. Discuss the constituents of the Buying centre and their roles.
3. Explain any three variables used to segment the industrial market for an office furniture manufacturer.
4. Illustrate a scenario where an industrial marketer can use niche marketing strategy.

Technology Infrastructure Library) certification and implementing ISO 20000 certification for IT service management. IMS was doing reasonably well in this area of business with customers like Infosys, Oracle and Wep. But the business for managed services, which included mainly IT infrastructure outsourcing was not growing up to the expectations, considering the results in the past one year.

Remote IT infrastructure global market size was estimated at about \$ 100bn, growing at about 20% per annum. It was interesting to note that the Indian companies, which started satisfying the needs of the remote IT infrastructure market in recent years, were growing at 30% per year, perhaps due to smaller base of business in the initial years. The domestic market for infrastructure management service was growing at a lower rate of about 10% per annum. The reasons for this might be due to lack of awareness about availability of such services and lack of systematic approach towards management of IT by most firms.

IMS Co., based on internal discussions and knowledge of the market, decided to target the market segments (or verticals), as often referred to

4

MBMM 30037
MBLM 4001

in IT industry) such as banking, retailing, financial services, education and BPOs. As a part of its marketing participated in IT trade shows which about 180 leads. In addition, emails were undertaken: a generalized email had 2% response rate and a person campaign had 18-20% response rate. IMS could not spend more on promotional financial constraints.

Sunil, a Business Analyst at IMS discussion with the senior executive up with three areas of competitive remote IT infrastructure management. First, 'Selective sourcing model' as 'Total sourcing model' offered by most. In selective sourcing, the customer choice of selecting the hardware and the customer had any preference during negotiation and final agreement in mind interests of both the buyer and the second advantage for IMS. The first was being economical, in terms of pricing strategy, compared to its competitors.

5

MB
M

MBMM 3004/
MBRM 3004

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Third Semester

Marketing/Retail Management

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Necessitate the importance of Physical Distribution.
2. Enumerate the functions of distribution channels.
3. Discuss the two major issues in establishing distribution channels.
4. Explain the various types of vertical marketing systems.
5. Describe the different forms of benchmarking.
6. Briefly outline the various supply chain models.

7. Delineate the assumptions of the Economic Order Quantity Model.

SECTION C — (1 × 20 = 20 marks)

Case Study,

8. "The goal of any e-business project is to create value" — Discuss.

(Compulsory)

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain in detail the various factors to be considered in selecting a distributor or an agent.

17. (a) Explain with examples how EDI, Internet and Intranet/Extranet applied in SCM? (10)

(b) As a management professional, what measures you will adopt that will cater to a green supply chain in the future? (10)

10. Describe the various types of segmentation.

11. Explain the steps involved in the new product development in channel management.

12. Explain the 5 building blocks of supply chain strategy.

13. Discuss in detail the different decision phases in a supply chain.

14. Explain the different types of facility layout.

15. What is meant by Bull-Whip effect? Discuss the methods available for coping with the Bull-Whip effect.

16. Explain in detail e-logistics and e-fulfillment.

2

MBMM 3004/
MBRM 3004

3

MBMM 3004/
MBRM 3004

MBMM 3005/MBRM 3005

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Third Semester

Marketing/Retail Management

RETAIL MARKETING

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define retailing and state the features of Retailing.
2. State the various classifications of retailers by Philip Kotler.
3. Explain Business Environment Analysis.
4. State the characteristic features and the advantages of the Departmental Stores.
5. What are the different types of leases used in the retail outlets?
6. Explain the Location Assessment Technique.
7. State the objectives of Sales Promotion.
8. Explain AIDA concept.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. State and discuss the scope, need and the importance of Retailing.
10. Discuss the important functions performed by the retailers:
11. State and explain the various problems faced by the Organised Retail Sector in India.
12. Discuss the major issues to be considered in the retail location.
13. State and explain the different kinds of pricing in the retail marketing.
14. Define Advertising and state the objectives and the various kinds/types of Advertising.
15. State and explain the various internal and the external environmental forces in the Retail Marketing Environment.
16. State and elaborate the factors influencing and involved in the growth of International Retailing.

2

MBMM 3005/
MBRM 3005

SECTION C — (1 × 20 = 20 marks)

Compulsory.

17. Discuss the future of Retail Marketing in India.
 - (a) What points should be considered by the Retailers to improve Retailing?
 - (b) What are the opportunities and challenges in Retailing?
 - (c) What are your Recommendations?

3

MBMM 3005/
MBRM 3005