

(e) Home based fluids, if promoted, are likely to be accepted by most mothers as a proper response to child hood diarrhea. Since rice, sugar or gur is available in 75 to 83 percent of all rural households, it is possible to successfully promote the use home-based fluids.

(f) Mothers, however have reservations about adding sugar and salt to certain types of fluids and water. Glucose water and rice water emerged as the favourite fluids.

It therefore suggests, that communication strategies be designed to reach the mother so that she recognize a single loose motion as indication of a potentially serious problem and act promptly giving her child extra fluids to drink.

Questions :

- (i) What does the case suggest to rural marketers, particularly to Pharmaceutical companies and the Government?
- (ii) What kind of promotion activities can you suggest to Pharmaceutical companies and to Government?

MBMM 4001

M.B.A. DEGREE EXAMINATION,
DECEMBER 2016/JANUARY 2017.

Fourth Semester

Marketing

RURAL MARKETING

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What are the features of rural economy?
2. Distinguish between rural markets and urban markets.
3. What are the features of products?
4. State the importance of pricing in the rural marketing.
5. Write a note on attractiveness of rural markets.
6. Explain the importance of studying the rural economy.

7. Mention the characteristics of rural consumers.
8. What are the recent approaches to rural distribution?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. 'Indian economy is rural economy'. Explain.
10. The biggest challenge today is to develop a scalable model of influencing the rural consumers' mind. Explain.
11. State a company of your choice and explain its product-mix decisions. How do you evaluate the effectiveness of product mix?
12. Explain the promotional strategies adopted by modern companies.
13. Define Logistics management. Describe its concepts and significance.
14. 'Rural marketing has become real marketing'. Do you agree with this statement? Substantiate your answer.
15. Explain the pricing methods for rural markets.
16. Analyze the current value strategies used in rural markets.

PART C — (1 × 20 = 20 marks)

Compulsory question.

17. Ignorant Mothers and Diarrhea
Rural mothers do not recognize a serious diarrhea problem as soon as it occurs, though the disease kills some 4000 young children in India every day. The study sponsored by the United Nations International Children's Education Fund (UNICEF) at the request of the Union Government revealed the following :
 - (a) Mothers usually recognize the disease only when the child has passed four-to five loose motions in the course of a day. And she gets concerned enough to act only when the frequency increases to six or seven such motions.
 - (b) Rural mother has a strong inclination to seek medical treatment for the child hit by diarrhea.
 - (c) Though, a wide array of medicines, pills and even injections were prescribed only six percent of the patients received Oral Dehydration Therapy (ORT)
 - (d) Dehydration is more noticed than understood. Even those who perceive loss of fluid believe it to be a case of non-absorption of water that was ingested instead of a net loss of fluids from the body.

MBGN 4002/MM 4002/MBLG 4003

M.B.A. DEGREE EXAMINATION,
DECEMBER 2016/JANUARY 2017.

Fourth Semester

General/Marketing

SERVICES MARKETING

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of the following.

1. Define Services Marketing. Explain the characteristics of services.
2. What is physical evidences? What are the elements of physical evidences?
3. Explain the different approaches to pricing services.
4. Describe the four basic waiting line strategies.
5. Describe the four common type constraints facing service business and give examples.

6. What is customer gap? Explain the key factors leading to provider gap one.
7. Explain the variables that can be used in segmenting tourism marketing.
8. Explain the primary and secondary level of demand in hotel industry.

PART B — (5 × 10 = 50 marks)

Answer any FIVE out of the following.

9. What distinguishes service offering from customers services? Provide specific examples.
10. Explain the stages in customer decision making and evaluation of services.
11. Explain the key factors leading to the gap between service delivery and external communications to customers.
12. Explain the goal and benefits of relationship marketing for the customer and firms.
13. What is a blue print? Explain blueprint components.
14. What are the implications of core, facilitating and support services of marketers of education?

15. What factors would you keep in mind in selecting a travel agency if your job requires frequent travelling?
16. Explain the different forms of travel and tourism. promotions schemes.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Case study :

Assume that evolve is running a express mail delivery service company. Describe a logical process you might use to introduce the service to the market place. What steps might be most difficult in this process? Why should the company design a blueprint for express mail delivery services?

Questions:

- (i) Suggest advertising strategies for this product.
 - (ii) After a few years, Mr. Ram Kumar made product specially for hospitals and patients and sold them for a low cost Rs. 2500, this led to greater sales and usage. What change in the strategies be then made for cheaper products.
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MBMM 4003/MBLM 4003

M.B.A. DEGREE EXAMINATION,
DECEMBER 2016/JANUARY 2017.

Fourth Semester

Marketing

ADVERTISING AND SALES PROMOTION

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

- 1. Trace out the origin of Advertising.
- 2. What are the elements of advertising copy?
- 3. Explain the different stages in media planning.
- 4. State the importance of measuring the effectiveness of advertising.
- 5. Briefly explain the concept of sales promotion.
- 6. Bring out the relationship between advertiser and advertising agency.
- 7. How to control of advertising by practitioners?
- 8. Write down the concept and criteria of brand equity.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Enumerate the classification of advertising.
10. Explain the different methods for testing advertising copy.
11. What is internet advertising? Discuss its methods.
12. Discuss the different methods available for the testing of advertising effectiveness.
13. Define Brand equity. Explain the method of building, measuring and managing brand equity.
14. What are the sales promotion strategies and practices?
15. Does a sales promotion scheme induce buying? Substantiate your answer.
16. How advertising influence promotion?

PART C — (1 × 20 = 20 marks)

(Compulsory question)

17. Case Study: .

An young MBA, Mr. Ram Kumar got an opportunity for a job in Sydney, Australia. The contract was for 3 years only. Mr. Ram Kumar did not want to stay in Australia, but interested to start a business in India. He was based in Mumbai

and had earned enough money to start his own business in India. While in Australia he got very interested in water beds which were used by many households. He listed the advantages of the water beds:

- (a) Water beds were made of PVC mattress full of water.
- (b) The water needed to be changed once in six months.
- (c) The water could be heated in winter to keep warm.
- (d) It applied equal pressure on every points of the body.
- (e) This ensured healthy and comfortable sleep.
- (f) PVC used in water beds was of very high quality. It was sturdy and could stand considerable impact if children would play on it.
- (g) It would not damage or leak.
- (h) It was also used in hospitals and patients at home.

After enlisting these attributes of water beds Mr. Ram Kumar started manufacturing water beds and needed to communicate customers of its use and advantages.

MBMM 4004/ MBSC 4004/
RM 4004/ MBLM 4002

M.B.A. DEGREE EXAMINATION,
DECEMBER 2016/JANUARY 2017.

Fourth Semester

Marketing/Retail Management/Operations and Supply
Chain Management

CUSTOMER RELATIONSHIP MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define customer relationship management. Why it is important for an organization.
2. What are the three level of service? Explain.
3. Define CRM in Marketing.
4. Explain event based marketing.
5. Define field force automation.
6. Explain partner relationship management.

7. Define customer information databases. What are its different uses?
8. How do you plan for CRM success?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. What is Anglo-Australia Approach? Is it same as The Nordic Approach?
10. Define service level agreements. How it is create and manage effectively?
11. Explain the following.
 - (a) Call centre
 - (b) Call scripting and
 - (c) Customer satisfaction measurement.
12. What is meant by supply chain management? What are its flows? Explain
13. Why Knowledge Management is important in today's Business Climate? Explain
14. Define market basket analysis. What are its merits?

15. What is meant by Measurement Framework? What are the attributes of a different CRM Measurement Framework?
16. 'Garbage in, Garbage out', Explain.

PART C — (1 × 20 = 20 marks)

Answer the following.

17. Top Tower are a famous MNC company that sells computers and accessories in Asia. The company finds the traditional customer relationship management to be very expensive as the cost incurred per contract has increased and the level of customer satisfaction has declined during the last six months. It wants a new system that would allow its employees to easily communicate between the various clients they provide work for.
 - (a) Find a solution for top towers company to maintain instant communication with customers.
 - (b) Can the company adopt E_CRM?
 - (c) Can E_CRM replace traditional CRM?
 - (d) What are the advantages of E_CRM?
 - (e) What kind of features should the E_CRM software possess?

MBMM 4005/MBLM 4005

M.B.A. DEGREE EXAMINATION,
DECEMBER 2016/JANUARY 2017.

Fourth Semester

Marketing

GLOBAL MARKETING

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. State the importance of political systems that exists in global marketing.
2. Explain the advantages and disadvantages of global marketing.
3. Does a global market need to understand the culture of a host country? If so why?
4. Explain the importance of marketing research to business.
5. Write a brief note on value creation by an international marketer.

6. Explain the process of launching a new product in global market.
7. Explain the various types of pricing in global market.
8. What are the factors that affect the choice of channel? Explain.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the factors that constitute the international environment.
10. Identify the role of WTO in encouraging the formation of trading groups.
11. Discuss the process of international marketing research.
12. Explain the different global market entry strategies.
13. Differentiate between standardisation and differentiation.
14. Discuss the global advertising and promotional strategies.

15. Enumerate the nature of international distribution systems.
16. Explain the process of marketing communication in International context.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Discuss briefly the scope, challenges and opportunities of International marketing.
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