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 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.

H 3010 MM/3030 GN (A)

M.B.A. DEGREE EXAMINATION, JUNE 2015.

Third Semester

Marketing/General

CONSUMER BEHAVIOUR

Time : Three hours Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of the following.

1. What are the four major marketing implications to understand consumer behaviour?

2. What are the essential elements are required to understand consumer decision making?

3. Explain family marketing model with illustration.

4. Explain the various categories of adopters of products.

5. Enumerate in detail the significance of the consumer perceptions in the service sector.

6. How do buying influences on a public sector firm differ from that of a private sector firm within the same industry, for example, insurance products?

7. Write a short note on :

(a) Analyzing consumer demand.

(b) Targeting the market.

8. How is consumer innovation related to personality traits?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of the following.

9. Explain the model of consumer involvement.

10. Explain the purchase behaviour and marketing implications.

11. Explain opinion leadership. Distinguish between opinion leaders and opinion receivers.

12. Explain about cultural variations and non-verbal communication.

13. Discuss the application of perception management in customer value creation.

14. Explain the factors of marketing segmentation.

15. Discuss in detail the various types of scales that could be used to measure the attitude of the consumers in the direct marketing process.

16. Explain the post purchase behaviour of consumers.

PART C — (1 × 20 = 20 marks)

Case Study – 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, 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 growing competition from other leading jewellers compels the KJM to undertake a marketing research to assess the attitude of its customers towards KJM and to initiate necessary actions, if needed, to retain its existing customers and to attract new customers as well.

(a) Design a Questionnaire to collect information to assess the attitude of the customers towards KJM in terms of quality, service, designs, value additions etc.

(b) On what basis would you classify the customers to analyse the data?

H 3020 MM

M.B.A. DEGREE EXAMINATION, JUNE 2015.

Third Semester

Marketing

MARKETING RESEARCH

Time : Three hours Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE of the following.

1. Write a note on Marketing Information System.

2. What are the sources of collecting Marketing Information?

3. What is sample size? How would you determine sample size?

4. Explain the four basic scales of measurement.

5. Distinguish between an interview schedule and a questionnaire.

6. Write notes on :

   (a) Response Errors

   (b) Non-response Errors.

7. What are the components of a research report to present the results of a marketing research?

8. Write notes on :

(a) Type I and Type II errors

(b) Null hypothesis and Alternate hypothesis.

PART B — (5 × 10 = 50 marks)

Answer any FIVE of the following.

9. Explain the stages involved in the Marketing Research process.

10. Explain different types of Marketing Research.

11. Explain various types of probability and non-probability sampling techniques.

12. What is a scale? Explain the different scaling techniques used to measure consumer attitude.

13. What do you understand by survey? Explain the advantages and disadvantages of various types of survey techniques.

14. Explain the steps involved in designing a questionnaire or an interview schedule.

15. What is a research report? Explain the factors to be considered to make the research report more effective.

16. What is factor analysis? Explain the procedure involved in conducting factor analysis.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Case Study:

Jewellery has always been a cherished, sacred, aspired and prized commodity purchase in India. Also people prefer to purchase gold for the sake of investment. There are many jewelers to meet this demand of Indian consumers, with a few trying to be different in offering 'something more' to the customers. KJM is one of such visionary outlet. The dream and vision of KJM has been to provide buyers of jewellery with unquestionable quality, attractive designs, reasonable value additions and better after sales service. Keeping in mind the utility of jewellery from the buyers point of view, KJM has on display various types of jewellery that can be used to adorn oneself, especially on special occasions like festivals, marriages, parties etc. To meet the expectations of fashion conscious youngsters, KJM has in store modern, light weight, simple jewellery items like simple chains, bangles, cute earrings and rings. Apart from the above KJM also has in store exclusive platinum jewellery for its more sophisticated and discerning clients.

H 3030 MM

M.B.A. DEGREE EXAMINATION, JUNE 2015.

Third Semester

Marketing

INDUSTRIAL MARKETING

Time : Three hours Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE Questions out of the following.

1. What are the marketing implications for different customer and product types in industrial marketing?

2. What are the different industrial buying situations and the search process involved?

3. What are the difference between business and consumer marketing?

4. Explain Marketing Research? Write down its importance in Industrial Marketing.

5. Write industrial marketers to have to make changes in the product strategy?

6. Write short notes on the following :

   (a) Pricing over the product life

   (b) Geographical pricing.

7. What are the functions of industrial distributors?

8. What are the different methods of sales promotion?

PART B — (5 × 10 = 50 marks)

Answer any FIVE Questions out of the following.

9. Discuss the contemporary techniques of purchasing in industrial buying.

10. Explain the various types of industrial customers.

11. What is marketing information System? How it plays an important role in Industrial marketing?

12. Explain with examples the unique service characteristics and their marketing implications.

13. Explain with suitable examples how the pricing objectives influence the pricing decisions.

14. Explain the need for distribution channel in industrial marketing.

(b) Who are the probable industrial buyers or users of its library and why?

(c) How will it operationalise the 'Free-of-Ads' market that it has ventured with the HBO?

---

15. Discuss the various types of business intermediaries.

16. Discuss the various steps of marketing Strategy.

PART C — (1 × 20 = 20 marks)

Case Study — Compulsory.

17. Kishore Lulla the London based executive chairman of TOPIC international was preparing to enter the Indian market as producer, of he receives an important visitor Leo J. Hindery Managing partner of another cable media giant Telecommunications offering to purchase 51% of TOPIC. True, the story stands it was not a puffery action. By July 2006, TOPIC became the first Indian Media Company to go for Alternative Investment Market (AIM) of London Stock Exchange and raised $100 million or around Rs.400 crores. The infusion helped TOPIC enter India with its first film OMKARA which became a hit. The AIM public issue was a success TOPIC is definitely the firm an investor looks forth.

The Business Plan Model is visible from the last couple of years, one finds that it produced and acquired a large number of films for release. Mixing the mass appeal, star cast films with more creative small budget films. In this perusal it went beyond Bollywood and included large number of regional, non Hindi films in its release slate. TOPIC a big name now, Bollywood hits in its cap this year VICKY DONOR. FERRARI Ki SAWARI, COCKTAIL and ENGLISH VINGLISH. Having generated Rs.486 crore till 30 September it is targeting Rs.1,200 crore of revenues in financial year 2013.

The movie distribution business was started by Kishore Lulla's father Arjun Lulla in 1977. The in 1988 TOPIC was set up as an international distribution house by the Lullas in London. TOPIC did not operate in India and focused on acquiring international rights of movies for overseas distribution. TOPIC held a near-monopoly over international distribution. TOPIC today owns a library of 1900 film's right and another 700 for which it has only digital rights. To scale further up TOPIC entered India both as producers and domestic distributors.

Again in mood to diversification and a further entry point in India Lulla, in partnership with diamond exporter Bharat Shah and steel Magnate L.N. Mittal and some other launched the B4U TV Network in 1999 with plans to introduce slew of channels offering Hindi entertainment, movies and music since it has the required contents, library and expertise. The B4U is a failure but this has not deterred Lulla to again look at the small screen for business. It has entered in joint venture with HBO and have announced the launch of tow free-of-ads premium channels. But the present TOPIC management seem to be having fingers crossed. The forays to Indian market did not give the expected returns of box office which was otherwise when one compares it with the international box offices. Again the non performing asset of the library and now the venture prospects with HBO with the small screen market.

(a) What are the types of buyers in domestics film industry market for the producer? What could be its expectations from such buyers?

H 3040 MM

M.B.A. DEGREE EXAMINATION, JUNE 2015.

Third Semester

Marketing

LOGISTICS MANAGEMENT

Time : Three hours Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE of the following.

1. List out the elements of Direct Marketing.

2. What is Mail Order Selling? Explain its Sales structure.

3. Explain the methods of evaluating Sales force.

4. Mention the Techniques for motivating sales force.

5. Categorize the Strategies for Channel design.

6. Describe the nature of Retail Cooperatives.

7. State the possible Promotion issues in channel management.

8. Explain the emergence of e-Commerce in India.

PART B — (5 × 10 = 50 marks)

Answer any FIVE of the following.

9. Enumerate the Types of Selling.

10. Explain the methods of Sales Forecasting.

11. Describe the various Training Programs for Sales force.

12. Explain :

    (a) Sales Incentives (5)

    (b) Sales Quotas (5)

13. Discuss about the different Participants in the Distribution Channel.

14. What are the methods to evaluate a Channel member Performance? Explain.

15. Explain the significance of Electronic Intermediaries in Indian Organizations.

16. How Online Marketers manage their Logistics? Discuss in detail.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Case study :

Sales Manager of a well-established steel company faced a problem with Area Sales Manager of the southern territory. While sales increase in the South territory was encouraging. There was an increasing trend noticed on debtors in dues from customers, some of the dues extending beyond 90 days of billing. South was noticed to be holding excess inventory of high value steel for over six months. This territory was indeed ending up to be a drag on the All India Sales Performance of the organization. South has intense competition in the low value steel from the unorganized sectors.

Questions :

(a) As a Sales Manager of the company how will you device sales quota for the south and the weight ages that you would be giving to each type of quota.

(b) Will you redesign territories, recognize sales force, and also change the mode of evaluation sales force? Explain.

———————

H 3050 MM

M.B.A. DEGREE EXAMINATION, JUNE 2015.

Third Semester

Marketing

RETAIL MARKETING

Time : Three hours Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of the following.

1. What do you understand by the term service retailing?

2. How positioning plays an important role in retail marketing?

3. Write short notes on :

   (a) Grid pattern

   (b) Free flow pattern.

4. What do you mean by cross and out shopping?

5. What are the different types of discounts in retail marketing?

6. What are the objectives of Sales Promotion?

7. While taking decision as to retail selling what are the factors to be considered?

8. What is e-retailing? What is its importance in the present scenario?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of the following.

9. Explain the factors which affect trends in the Indian Retail Market.

10. State the classification of non-store retailing.

11. Explain about the types of shopping centers.

12. Explain the procedure for designing ways to handle storage in retail store.

13. Discuss the various steps of Merchandise Planning.

14. What are elements of retail pricing? Explain the different strategies that can be followed by the retailer.

15. Define promotion and discuss its importance in retail selling.

16. Discuss the types of Public relationship programmes and their importance in marketing.

Spykar Style Lab is a very different concept for any Indian brand to offer to its customer who actually walks in the store to purchase just a pair of jeans but walks out with a complete makeover.

Questions :

(a) How is Spykar's outlet in synchronisation with its line of business?

(b) Can this format be replicated for departmental store? Why?

PART C — (1 × 20 = 20 marks)

Case Study – Compulsory

17. Spykar style lab has created a fan following for itself in the genre of casual wear. They claim to be the first manufacturers of cargoes in India and have constantly been adding innovations to their ranges. The company currently sells around 60,000–70,000 pieces per month reaching out to over 3 million customers across India. The brand is present in over 500 MBOs, 67 large format stores including Shoppers Stop, Globus, Lifestyle, Pantaloons, Piramyd etc. and retails across 97 EBOs across cities such as Ahmedabad, Ghaziabad, Faridabad, Hyderabad, Indore, Kolkata, Lucknow, Mumbai, Nashik, Bhopal, Jaipur, Nagpur, New Delhi, Cochin, Surat and Pune. In February 2013, the brand also opened its first exclusive store in London.

To cater to the growing needs of the youth in India In terms of fashion, Spykar went ahead to introduce a completely novel approach to its stores calling them Spykar Style Lab. Unlike the Spykar store Spykar Style Labs are a mix of clothing store, a hair salon and a complete 'makeover studio', which houses a tattoo parlour, a skin clinic and soon a nail art parlour. The objective

behind setting up Spykar Style Lab was to create an expression for individuals by bringing about complete metamorphosis of their personalities as desired by them by offering them attire, hairdo, tattooing and accessorizing options and selections. The first Spykar Style Lab was launched on June 1, 2013 in Andheri Mumbai; the 2nd store came up in Pune on Feb. 14, 2014.

Store specifications :

Spread over an area of 2012 sq. ft. the Pune store is stretched over 3 levels (ground, first and second) and offers what is truly a visual treat to the eyes. Done up using minimalist interiors, the ease to move around the store across all levels is a one of kind experience. The rough finish used for the flooring, the stone wall on the ground level and different colour combinations used for each wall, all extend a warm feel to the store.

The ground level is dedicated for men's wear. The offerings are attractively merchandised on browsers, which are made of iron and wood. The accessories rack on the ground level is used to display the most recent accessories being offered by the brand, which could range from scarves to caps to belts or shoes.

Taking a flight of stairs up takes you to the 'active' area on the left that is dedicated to clothes and accessories in vogue, and to the women's wear section on the right. With two huge trial rooms including neat inbuilt seating arrangements, the women's wear section has attractive wall murals and a chart to display the various kinds of fits available (most important, since for the most Indian women fits are typically a hassle). No special lights or exotic props are to be seen; yet visual merchandising is appealing to the eyes simply because of the simplicity of it all.

Instead of having railing for the stairs, suspended wires are used to add to the store aesthetics. From the first level, the journey to the second level takes you to the hair salon on the left and skin care centre along with a tattoo and piercing parlour in the right. The products used at the salon are given special counters for their display. Yet again, this place is done up using minimalist interiors with no special lights, etc. used but this simplicity is a catch to the eyes by itself. The tattoo and piercing parlour is like a small cubicle but the place is well utilized and the walls are generously used to display the different kinds of tattoo's one can get done. The skin centre which again is a small room but well equipped with machines to suit the needs of the customers coming in for treatment.