

MBMM 4001

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

Fourth Semester

Marketing Management

RURAL MARKETING

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Discuss with suitable illustrations, how ITC is very successful in Indian Rural Markets.
2. What are the difficulties in establishing rural marketing information system?
3. From a brand building perspective, television advertising has important strengths. List and briefly explain these strengths.
4. Rural Markets are tiny and fragmented; in the light of this statement, explain the significance of distribution in rural markets.
5. Discuss the use of Howard-Seth Model in the modern day marketing environment.

6. Why is it of importance to marketers to segment the market according to religious subcultures?
7. Explain how lifestyle influences Rural shopper Behaviour.
8. What is consumer innovativeness, and how does it relate to personality and consumer behavior?

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain in detail about challenges and opportunities in serving Indian Rural Markets.
10. Explain the importance and methods by which an organization can infuse values to Brand to improve their brand building activity in Rural parts of North-East States of India.
11. How are psychographics distinct from demographics? Why would it be necessary to study psychographics to better understand marketing and consumer behavior?
12. State the importance of Public distribution System in India, particularly in reaching rural markets.
13. How companies like PEPSI & COKE used Segmentation, Targeting and Positioning for Indian Rural Markets? – Discuss.

14. Why pricing policies are important? Discuss with suitable examples by FMCG companies practices in Rural Markets of India.
15. What are the various types of appeals that can be used in advertising and what is the primary benefit of each type? Discuss with suitable Indian Examples.
16. What are the problems expected by a FMCG salesman, while serving Indian rural Markets? What are all the new innovations in reaching out the rural markets in the recent times?

SECTION C — (1 × 20 = 20 marks)

(Compulsory questions)

17. In the telecommunication role of private companies is significant for the countries growth and development. In the recent times, there is huge number of issues raised against the Mobile service providers from rural markets. State various issues rural consumers face and your suggestions to resolve them:

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

Fourth Semester

Marketing/General/Lateral Entry

SERVICES MARKETING

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any Five questions out of the following

1. Explain about comparative analysis between goods and services.
2. Explain about classification of services.
3. Explain the factors affecting the pricing decisions for service products.
4. "Physical evidence can be part of an effective delivery strategy" — comment.
5. How can the demand be managed for different capacity Situations?
6. Explain the dimensions quality of service with illustrations.

7. Explain the characteristics of financial services.
8. Explain the role of communication in services marketing.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of the following.

9. Explain the origin and growth of services marketing in India.
10. What is the importance of Internet channel in Services Marketing.
11. What is Marketing Mix? Explain the Services Marketing Mix.
12. What are the differences between External Marketing and Internal Marketing.
13. What are new products? How are they developed?
14. What are the ways in which an organization can tackle the problems of customer gaps?
15. Explain the Marketing Mix elements for the Health services.
16. Explain the factors influencing Tourism Marketing.

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PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Case Study:

A company in the health drink sector has launched a new health drink for people of all age. The product failed in the market as it was proved to be healthy just by 60% only when compared to the established rival brands. As the Marketing Manager of the company what kind of Marketing strategy and services you will adopt to promote your product? What will be your approach to make the customers to prefer your product and retain them.

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

Fourth Semester

Marketing Management

ADVERTISING AND SALES PROMOTION

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE out of the following.

1. Give three examples for specific advertising objectives, say for a FMCG brand.
2. Draw a brief comparison among the different ad media options.
3. Describe the visualization of Ad layout.
4. How is TRP calculated for TV viewership?
5. Describe the contents of a Product brief.
6. Explain DAGMAR.
7. List out a few risks associated with Crowdsourced ads.
8. How to evaluate sales promotion?

PART B — (5 × 10 = 50 marks)

Answer any FIVE out of the following.

9. Is advertising good or bad for the Society? Develop arguments to support your answer.
10. Discuss the challenges in advertising in the international marketplace. How can an advertiser meet these challenges?
11. What are the types of outdoor advertising? Explain the unique challenges posed by outdoor advertising to an advertiser.
12. Ad blocking resulted in an estimated \$21.8 billion in "blocked" revenue and it is a growing phenomenon among online consumers. What can digital marketers do about it?
13. Explain Search Engine advertising and its relevance for an online retailer.
14. Compare the methods of online audience measurement highlighting each one's utility.
15. What are consumer and trade promotions? Explain.
16. Discuss the ethical issues associated with Surrogate advertising and the caution to be exercised by the advertiser.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Suppose you are a leading speciality retailer in town. The festival seasoning is coming up and a national retailer is setting up a new store in town. What are the different methods that you may use to determine your advertising budget? Choose one explaining your criteria.

services. This shift in attitude of the retailers is supported by research studies that it costs three to six times more to sell the products to the new customers than to existing customers that small increase in customer retention can lead to dramatic increase in profits. So the retail managers are required to identify the significance of CRM as a tool in influencing consumer perception and decision making.

Discuss:

Find out the relevance of CRM as tool for maintaining and retaining customers in Indian Retail Sector.

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

Fourth Semester

Marketing/Retail/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 CRM. Explain its features.
2. Explain about Cross - Selling and Up-Selling.
3. Write a note on Call Centre.
4. Explain the concept of Supply Chain Management.
5. What do you understand by Click Stream Analysis?
6. State the legalities of data use in CRM.

7. Explain the functions of CRM Development team. -
8. Write about "Event-Based marketing".

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Describe about the success factors of CRM.
10. How do you create and manage effective Service Level Agreement (SLA)?
11. What is ERP? Explain its merits and demerits.
12. Explain the Market Basket Analysis (MBA).
13. Describe the process of CRM Implementation.
14. Explain the procedure involved in managing customer relationship.
15. Write about customer satisfaction measurement.
16. State and explain the features of Partner Relationship Management (PRM).

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PART C — (1 × 20 = 20 marks)

Case Study (Compulsory).

17. The Indian retailing sector is a booming one accounts for over 20% of the country's GDP and contributes 8% to total employment. The current estimated value of the Indian Retail sector is about 500 billion USD and expected to reach 1.3 trillion USD by 2020. The contribution of modern retail is currently 5% is expected to increase from 27 billion USD in 2020. The Indian retail sector is expected to grow at a CAGR of 15 to 20%. In this dynamic and competitive business environment understanding the perception of Indian consumers became the biggest challenge and very crucial in designing retail strategies. Building and maintaining relationship with the customers and maintaining loyalty of the customers has been identified as a major source of competitive advantage in the retail sector. So in this competitive business environment Customer Relationship Management (CRM) is emerging as one of the most important business activities to market the products and services. Now retailers are more focussed on customer retention by concentrating on providing more value to their best customers using targeted promotion and

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MBLM 4005

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

Fourth Semester

Marketing/Later Entry

GLOBAL MARKETING

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE out of the following.

1. Briefly explain the various elements of international marketing environment.
2. How does the cultural environment influence in global marketing?
3. Write short notes on :
 - (a) International marketing task
 - (b) International product line.
4. Explain the steps involved in the international product planning and development.
5. Explain the factors affecting international pricing strategies.

6. Briefly outline the components of logistics management.
7. Differentiate transnational from multinational companies.
8. What are the different sales promotion tools which are used to promote a product?

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE out of the following.

9. Discuss the environmental forces that influence the globalization of business with suitable illustrations.
10. Explain how international market opportunities can be assessed with example.
11. What are the factors which needs consideration to choose whether Export, JV or Direct Investments suitability to establish in selecting a country?
12. How can you justify the variations in product standards in international markets?
13. Explain why there is a pricing discrimination between export pricing and domestic pricing.
14. Describe the process involved in the selections of international market.

15. Describe about the bases of market segmentation in detail.
16. Explain what are the factors affecting choice of channels in international marketing.

SECTION C — (1 × 20 = 20 marks)

(Compulsory)

17. Prepare a marketing plan for a carbonated drink manufacturing company to enter into international market.
Give your opinion whether entering the international market is advisable.