

SVKM'S NMIMS UNIVERSITY
SCHOOL OF DISTANCE LEARNING

PROGRAM(Semester):

DBM(II)/PGDBM(II)/DMM(II)/PGDMM(II)/DITM(II)/PGDITM(II)/DSCM(II)/PGDSCM(II)/
ADITM(I)/ADBFM(III)/ADSCM(II)

Subject: Marketing for Managers

Date: 01-06-2009 (11.00 a.m. – 2.00 p.m.)

Marks: 100

Time : 3 hrs

SECTION 1: Attempt any 2 out of any 4

(Marks: 10)

Q.1: NAME and EXPLAIN the 4 P components of the marketing mix. Enumerate the different variables under each component of the marketing mix. Give examples wherever possible.

Q.2: All products have their day and a finite life. Explain with an example the concept of 'Product Life Cycle'.

Q.3: Define the concept of 'SERVICE' and name the characteristics of Services. Give examples.

Q.4: What is the difference between 'Advertising' and 'Sales Promotion'? Give examples

SECTION 2: Attempt any 3 out of 5

(Marks: 15)

Q.1: The internet has gained a reputation of being a bridge to the New Economy. Write a short note on: **Marketing and the Internet.**

Q.2: Today the service sector accounts for more than 50% of the GDP. It's growing at a much faster rate than the other two sectors, namely manufacturing and agriculture. Write a short note on: **'Reasons for growth of the service Industry in India'**

Q.3. Write a short on **'Market Research and Market Success'**, Give examples wherever possible.

Q.4: Markets are diverse and so too the tastes of customers. Every company needs to identify which market segments it can serve effectively. With this importance in view write a short note on, **'Market Segmentation'**

Q.5: **Marketing Research and its application** : Write a short note.

P.T.O.

SECTION 3: Attempt any 3 out of 5

(Marks: 45)

Q.1: Explain the elements of marketing mix in Service Marketing. Relate the concepts with the marketing of a Holiday Resort.

Q.2: It is important to have a strategy for developing new products more so in the developing economy and intense competition the failure rate of new products in some categories is as high as 70%. Explain the stages in the 'New Product Development Strategy'

Q.3: The size of the retail market in India is expected to grow by 10-15% by 2010. It provides employment to a significant % of the workforce. Discuss 'Retailing in India' with specific examples. Focus on definition, trends, and types of retailing and differentiation strategies in retailing

Q.4: Every product has a life cycle and there are specific strategies related to the marketing mix during the product life cycle. Explain.

Q.5: Recommend the appropriate distribution strategy for the following products or category of products and necessarily give the reasons for the choosing the stated distribution strategy:

- a) Branded ready-made garments
- b) Books from a publishing house
- c) DVDs
- d) Financial products like mutual funds
- e) Stationary products like pens, colors chalks, pencils etc
- f) Healthcare products

Q4. Case Study: Answer in Detail:

(Marks: 30)

Mr. Deepak Vohra was an ex-marketing head of a leading FMCG company. He had a great career and was known as a pioneer in conceptualizing and launching new products.

His passion in life was pens- the ubiquitous writing instruments. Pens would be his choice in gifting and he loved to possess the best pens in the world. He had also collected many in his tours around the world.

He finally thought as to why not convert this passion into business. He wanted to give the best to the common man and also at a reasonable price. He thus planned to launch a Branded Pen company in India.

However, he knew that the launch and the journey of getting a differential product in the writing instrument category would not be easy. On scanning the market environment he

realized that there were very few organized players and a few hundred un-organized players. Thus a good quality and reliable pen was not reaching the masses.

Questions:

1. How should he be tackling the marketing mix of 4 Ps? Write a comment on each element of the marketing mix.
 2. Which are the different segments he can choose for a faster market share and why
 3. Which are the factors influencing consumer behaviour for a product like PENS
 4. Give some ideas as regards the advertisement and the sales promotion which can be done for pens.
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