

**II Semester M.B.A. (Day) Degree Examination, June/July 2007
(Updated Scheme)
MANAGEMENT**

2.4 : Marketing Management

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** of the following. **Each** question carries **two** marks. **(6×2=12)**

1. a) What is 'societal marketing concept' ?
- b) Mention any two characteristics of business market.
- c) Is positioning different from differentiation ?
- d) What is 'marketing information system' ?
- e) Give examples of two Indian companies who are following 'network marketing'.
- f) What is a 'brand' ?
- g) Name the two rural marketing strategies recently launched by HLL and ITC.
- h) What are the sources of information in consumer behaviour process ?

SECTION – B

Answer **any four** of the following. **Each** question carries **five** marks. **(4×5=20)**

2. Briefly explain the common errors in positioning of a product.
3. Bring out the concept of 'rural marketing'.
4. 'Advertisement a waste' – Explain.
5. Why companies are resorting to direct marketing ?
6. Distinguish penetration and skimming pricing strategies.
7. Why there is channel conflict ?

P.T.O.

SECTION – C

Answer **any three** of the following. **Each** question carries **ten** marks. (3×10=30)

8. Explain the bases for segmentation of market for FMCG.
9. Analyse the dimensions of post purchase step in consumer behaviour process.
10. Explain the various marketing strategies adopted during introduction and decline stages of product life cycle.
11. Describe the various aspects involved in managing sales force.
12. Enumerate the product line decisions to be taken by a product manager.

SECTION – D

13. Read the following case and answer questions given at the end. It carries **thirteen** marks. It is **compulsory**. (1×13=13)

‘Ruggedised’ PC

Global chip provider Intel Corporation has an ambitious target for India. It is attempting to convert millions of rural folk to netizens by redefining the existing computing landscape of the country.

During March, 2006, Intel unveiled a new ‘Ruggedised Personal Computer’ platform which is low cost, high tech, user friendly and fully featured desktop.

Story behind

Intel constituted a team headed by an ethnographer called Tony Salvador in 2001 to see villages at close hand all over the world. Salvador spent considerable time in India, touring villages in Madhya Pradesh and Karnataka including Sathanur village of Mandya district in Karnataka. Their aim was not to figure out what kind of chips Intel could sell in rural areas, but to see how societies could influence the growth of the company in future. He learned, for example, that in villages of India, several people use PC. They are dusty and hot. They do not have power for good long hours in a day. The villages have their own unique financing mechanism.

Features of 'Ruggedised' PC

In order to make the product appropriate to rural environment, Intel incorporated many features. It can operate on an alternative power source such as the car battery under disruptive power environments. It has ultra-low-power processor which reduces power consumption by shutting down tasks when not needed. It has a removable dust filter and an integrated air fan to regulate the temperature of the motherboard. The chassis is designed to keep the motherboard cool at temperature as high as 45° C and resistant to humidity levels of 70-85 RH. This platform comes with a certificate-based access through a 30 digit code. This will allow banks to verify the validity of installment payments against the purchase of PC. The price of this PC would be anywhere between Rs. 22,000 and Rs. 27,000, although it is up to the manufacturers like HCL Infosystems and Wipro to decide.

Questions :

- 1) Is this PC the felt need of rural people in India ?
 - 2) Do you think that the product would be successful considering the high illiteracy and low purchasing power in rural areas of India ?
 - 3) What marketing strategies need to be designed with regard to 4Ps ?
-