



PG – 567

II Semester M.B.A. (Day) Degree Examination, June/July 2010
(2007-08 Scheme)

Paper 2.5 : MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 75

SECTION – A

1. Answer **any six** sub-questions. **Each** sub-question carries **two** marks. (6×2=12)
- Define Marketing Management.
 - What is product diversification ?
 - What is Brand equity ?
 - Define Retailing.
 - What is cognitive Dissonance ?
 - What is meant by 'Skim the cream Pricing' ?
 - What is E-Marketing ?
 - Define integrated marketing communication.

SECTION – B

Answer **any three** questions. **Each** question carries **eight** marks. (3×8=24)

- Analyse the role of Market Intelligence in Marketing Research ?
- 'Consumer is the King in a Market Empire'. Elucidate.
- Analyse the stages involved in the new product development.
- Consider the social impact of Advertising in the modern context.
- 'More often people buy brands than products'. Examine the statement.

P.T.O.



SECTION – C

Answer **any two** questions. **Each** question carries **twelve** marks : (2×12=24)

7. Explain the different basis for market segmentation. Do you think that they are relevant in the modern context ?
8. Describe the important trends in Global marketing and suggest certain strategies.
9. Explain the factors affecting the selection of a channel of distribution. Which is the effective channel for distributing software products ?

SECTION – D

(Compulsory)

10. Read the following Case study and answer the questions that follow. (1×15=15)

The case

Over a period spanning six and a half decades, the Haldiram's Group (Haldiram's) had emerged as a household name for ready-to-eat snack foods in India. It had come a long way since its relatively humble beginning in 1937 as a small time sweet shop in Bikaner, in the Rajasthan State of India. In 2001, the turnover of the Haldiram's was Rs. 4 billion.

The group had presence not only in India but in several countries all over the world. Till the early 1990s, Haldiram's comprised of three units, one each in Kolkata, Nagpur and New Delhi. The Agarwals family that owned Haldiram's were always conscious of the need to satisfy customers in order to grow their business.

The company offered a wide variety of traditional Indian sweets and snacks at competitive prices that appealed to people belonging to different age groups. Haldiram's had many 'firsts' to its credit. It was the first company in India to brand 'namkeens'. The group also pioneered new ways of packaging namkeens. Its packaging techniques increased the shelf life of namkeens from less than a week to more than six months. It was also one of the first companies in India to open a restaurant in New Delhi offering traditional Indian snack food items such as "panipuri", "chatpapri," and so on, which catered to the needs of hygiene conscious non-resident Indians and other foreign customers. Since the very



beginning, the brand ‘Haldiram’s had been renowned for its quality products.

The company employed the best available technology in all its manufacturing facilities in India. Given the increasing popularity of Haldiram’s products, the group planned to expand its operations. However, some analysts felt that Haldiram’s still had to overcome some hurdles. The company faced tough competition not only from sweets and snack food vendors in the unorganized market but also from domestic and international competitors like SM foods, Bakeman’s Industries Ltd., Frito Lay India Ltd. (Frito Lay) and Britannia Industries Ltd.

Moreover, the group had to overcome internal problems as well. In the early 1990s, because of the conflict within the Agarwals family, Haldiram’s witnessed an informal split between its three units as they started operating separately offering similar products and sharing the same brand name. After a court verdict these units started operating as three different companies with clearly defined territories. This split had resulted in aggressive competition among themselves for a higher share of domestic and international markets.

- 1) Analyse the intricate problems in the given case.
- 2) What should be done to manage external competition ?