



PG – 779

II Semester M.B.A. Degree Examination, July/August 2014
(2007-08 Scheme)

Paper – 2.5 : MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 75

Instruction : Answer all Sections.

SECTION – A

Answer any six questions. Each carries 2 marks.

(6×2=12)

1. a) What do you mean by product concept ?
- b) Differentiate between need, want and demand.
- c) What do you mean by customer value ?
- d) What is meant by brand equity ?
- e) What is Marketing Communication ?
- f) What do you mean by benchmarking ?
- g) What do you mean by Customer Empowerment ?
- h) What is meant by e-choupal ?

SECTION – B

Answer any three questions. Each carries 8 marks.

(3×8=24)

2. Explain the importance and scope of marketing in business arena.
3. Bring out the various forces in the environment that provide opportunities and poses threats to the marketing function.
4. Differentiate between a consumer and a costometer. Briefly explain the different stages of buyer decision process in the consumer market.
5. Explain the merits and de-merits of branding with examples.
6. Explain the problems and prospects of rural marketing.

P.T.O.



SECTION – C

Answer **any two** questions. **Each** carries 12 marks.

(2×12=24)

7. Analyze the changing consumption pattern of global consumer and Indian consumer.
8. Explain the importance of P-Place in marketing. Analyze the steps to be taken in managing the marketing channels for consumer durables.
9. Trace out the importance and role of different forms of direct marketing.

SECTION – D

(Compulsory)

(1×15=15)

Case Study**Cracks in the tablets.**

A Gartner report in September 2011 estimated total global tablet sales at 63.6 million for 2011 and 326.3 million by 2015. In its last quarter Apple sold 15.43 million iPads, a 111% increase from last year. After over a decade or so, in development and many cumbersome metamorphoses, tablets suddenly took the market by storm with the success of iPad. It made just about every electronics/computer brand bet on its own version of a tiny touch screen powered device. Many of these reached India, some of them via simultaneous global launches. And yet the category's performance has been lacklustre (below 2,00,000 units).

The most obvious obstacle is price. Apart from aberration like the ultra low budget Akash tablet (Rs. 2,999 for the Ubislate 7+), most producers start at a little over Rs. 15,000 and go up to near Rs. 45,000. Some of today's budget tablets were launched at twice the price just a little end of 2011. While initially advertised as a week-long scheme, the price cut was still in effect. Play Books flew off the shelves and some retailers reported shortages. BlackBerry, say the people, schemes as early as Diwali 2011 when a free entry level Smartphone was bundled with the PlayBook. At the year-end gifting season BlackBerry filled the market with PlayBooks, and halved away its asking price, doing away with the free phone. The price tag on Samsung's galaxy tablet plummeted shortly after launch. Special offers were withdrawn. Even apple made its original iPad more affordable once the iPad 2 was launched.



Price has taken many back to the drawing Board. The so-called magic price point is missing in action: the tag at which a purchase seems a bargain to the value conscious Indian Consumer is missing. iPad, the market leader, calls shots on pricing. "The price needs to be in the range of Rs. 10,000 to Rs. 15,000 for a ten inch screen and connectivity is Wi-Fi, 3G and..." some brands see hefty discounts as evidence of faulty strategy. Lenovo, Motorola and now Samsung have several different options at various price points thus appealing to a brand swathe of consumers, with at least one model in the super premium bracket.

However, price is the not only part of the problem, the other part is that brands have been unable to sell the concept of tablets to the Indian Consumers.

Questions :

1. Briefly explain the significance of pricing in the contemporary business.
2. What are the major factors affecting the pricing of a tablets ?
3. Bring out the pricing strategies to be used by the companies.