



PG – 1000

**II Semester M.B.A. Degree Examination, June/July 2015
(2007-08 Scheme)**

2.5 : MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 75

SECTION – A

1. Answer **any six** questions. **Each** question carries 2 marks. **(6x2=12)**
- What do you mean by market concept ?
 - What is data warehousing ?
 - What is environmental scanning ?
 - What is Delphi method ?
 - What is brand equity ?
 - What is meant by e-choupal ?
 - Define USP.
 - What is franchising ?

SECTION – B

- Answer **any three** questions. **Each** carries 8 marks. **(3x8=24)**
- What are the essentials that make segmentation a success ?
 - Explain the role of pricing in marketing strategy.
 - What are the functions of retailers ?
 - What is the role of advertisement agency ?
 - Explain the problems and prospects of rural marketing.

SECTION – C

- Answer **any two** questions. **Each** carries 12 marks. **(2x12=24)**
- Explain various stages of product life cycle.
 - "Marketing middlemen are parasites-exploiting both producers and consumers".
Do you agree ? Give reasons.
 - Analyse the changing consumption pattern of Indian Consumers.

P.T.O.



SECTION - D

Compulsory case study :

(1×15=15)

10. India's leading denim manufacturer, Arvind Mills, achieved the expansions of its consumer base, with new brand tailored for specifically the rural market, it requires not only a new product but also a new distribution approach.

- 1) Consumer Preferences : Market research required (A) Many in rural areas found even the cheapest branded jeans, beyond their means (b) There is skepticism towards readymade products among rural Indians.
- 2) Product : The Result : Ready to stick jeans for the fast time price at Rs. 195, as against the unorganized sector's range of Rs. 150-350, the kit included a denim trouser length with specific tailored instructions and brand zipper, rivets and buttons that distinguish jeans from mere denim trousers in the consumer's mind.
- 3) Distribution : Distribution was the critical issue: Not only the product be made available but also the expertise to tailor it is to be created. Success depended on local tailor's finesse.

The product was made available in villages with a population as small as 5,000. Local cloth shops were used as a tailor outlet. Seminars were organized to train tailored denim fits and inform them about the changes required in regular sewing machines for stitching jeans. The additional machines accessories were initially provided free of cost and later at a subsidized rate.

Outcome :

The strategy worked. In the first two months, demand crossed a million pieces as against a production capacity of 2,50,000 kits. So that the company had to stop advertising. And within 1.8 months, five million kits were sold. Consumer feedbacks showed that nearly 75% was first time jean wearers and T shirts as well as readymade. Jeans were launched for the slightly more evolved consumer who demanded jeans specifies like right wash, cotton and formal trousers were on the anvil.

- 1). What are the reasons for success of Ruf and Tuff in rural India?
- 2) Which other companies do you think can emulate the strategies of Arvind Mills?