



(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 270130

Roll No.

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M.B.A.

(SEM. I) (ODD SEM.) THEORY
EXAMINATION, 2014-15

MARKETING MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

Part-I

Attempt any **four**. (5 marks each)

- 1 How do you define the marketing myopia?
- 2 Identify four different ways in which market can be segmented.
- 3 Write brief notes which explain each of the six types of business product.
- 4 What are the factors which affects Price Determination?
- 5 What are Distribution Channel Intermediaries? Explain their benefits of using as intermediaries.
- 6 Explain Marketing Mix.

270130]

1

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Established in the 1890s, two billion people use Unilever products With more than 400 brands focused on health and wellbeing. Nutritionally balanced foods to indulgent ice creams, affordable soaps, luxurious shampoos and everyday household care products. Lifebuoy was created by the Lever Brothers soap factory in 1894. Lifebuoy was the first soap to use carbolic acid, which gave it a red color and strong, medicinal scent. Lifebuoy's goal is to provide affordable and accessible hygiene and health solutions that enable people to lead a life without fear of hygiene anxieties and health consequences

Since inception in late 19th century, Lifebuoy, was a nimble and good citizen brand of India, reaching millions of rural customers with a promise of 'health and hygiene' as a platform of its business. Its famous advertising jingle, tandurusti ki raksha karta hai Lifebuoy... was so famous that it enabled the brand 'Lifebuoy' to be perceived as a 'red carbolic soap' for several decades. The brand passed through prolonged stages of growth and maturity during most of the second half of 20th century and was faced with a decline stage during early 21st century with

sales falling at the rate of 15%–20% per year. The downward trend of Lifebuoy carbolic soap sales made Hindustan Lever Ltd., to withdraw the product category during 2002 and rejuvenate the brand with prudent marketing strategies by optimally utilising the brand image.

- 1 Analyze various stages of Lifebuoy's life cycle during 20th century
- 2 Explain how the strategies of brand rejuvenation helped in extending the life cycle of Lifebuoy.
- 3 Explain the concept of product in product life cycle and brand life cycle.

Part-III (10 Marks each)

- 1 How many changes in the socio-cultural environment affect marketing strategy ?

OR

- 1 In your own words define how digital marketing differs from interactive and internet marketing. Write down the benefits of internet advertising.
- 2 Explain controllable & uncontrollable factors effecting marketing decisions.

OR

- 2 Explain Market Segmentation and STP Process .Also write down key benefits associated with STP process.

270130]

3

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3 Explain the Product Life Cycle and identify the key characteristics that make up each of the stages.

OR

3 What are the main stages of New Product Development Process? Explain in detail with suitable example.

4 Explain different possible pricing policies that could be used.

OR

4 What are the factors affecting price determination? Mention at least five circumstances under which price wars are most likely to occur.

5 What is sales promotion? What are various techniques of sales promotions? Explain.

OR

5 Explain promotion decision communication process.

OR