

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

Paper ID : 2289854

Roll No.

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MBA/MBATM

Regular Theory Examination (Odd Sem - I), 2016-17

MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 70

- Note: i) The question paper contains three parts.
ii) Figures given at the right margin indicate marks.

SECTION - A

Answer all the questions.

(10×1=10)

1. Explain Marketing Myopia?
2. Differentiate between Industrial Market and Consumer Market.
3. Define Product length and product width with examples.
4. Explain value based pricing.

5. Differentiate Brand and Trademark.
6. What is the significance of studying network marketing?
7. What is Personal Selling?
8. Discuss various levels of products.
9. What is push pull strategy of promotion?
10. Explain Supply Chain Management.

SECTION - B

Attempt any four of the following (4×10=40)

1. Define marketing and outline the steps in marketing process. Give suitable examples to support your answer.
2. How macro and micro environment factors effect the marketing strategies? Explain with some recent examples from Indian corporate sector.
3. Describe factors used by companies to understand consumer behavior. How these factors help the companies to formulate marketing plan?

4. Explain different bases of market segmentation. Give suitable example to support your answers.
5. Draw a neat diagram showing all the stages of the product life cycle. Describe different stages of PLC with suitable examples and its importance for marketers.
6. Packaging has a tremendous impact on the environmental aspect of any nation. Comment.
7. Describe importance of distribution channel. What factors should be taken into consideration while selecting a channel?

SECTION - C (2×10=20)

HSBC is known as the “World’s local bank”, originally called the Hong kong and Shanghai banking corporation Limited. HSBC was established in 1865 to finance the growing trade between China and the United Kingdom. HSBC is now the second largest bank in the world, serving 100 million customers through 9,500 branches in 79 countries. The company is organized by business, line (personal financial services, consumer finance,

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commercial banking, corporate investment banking and markets, private banking) as well as by geographic segment (Asia-pacific, UK/Eurozone, North America/NAFTA, South America, Middle East).

Despite operating in 79 different countries, the bank works hard to maintain a local feel and local knowledge in each area. HSBC's fundamental operating strategy is to remain close to its customers. As HSBC chairman Sir John Bond Said in November 2003, "Our position as the world's local bank enables us to approach each country uniquely, blending local knowledge with a worldwide operating platform".

For example, consider HSBC's local marketing efforts in New York City. To prove a jaded New Yorkers that the London-based financial behemoth was "the world's local bank", HSBC held a "New York City's most knowledgeable Cabbie" contest. The winning cabbie gets paid to drive full time for HSBC for the year, and HSBC customers win, too. Any customer showing an HSBC bank card, cheque book or bank statement can get a free ride in the HSBC branded bank cab. The Campaign demonstrates

HSBC's local knowledge, "in order to make New Yorkers believe you are local, you have to act local", said Renegade Marketing Group's CEO Drew Neisser.

Across the world in Hong Kong, HSBC undertook a different campaign. In the region hit hard by the Severe Acute Respiratory Syndrome (SARS) outbreak, HSBC launched a program to revitalize the local economy, HSBC plowed back interest payment to customer who worked in industries most affected by SARS (cinemas, hotels, restaurants and travel agencies). The program eased its customer's financial burden. The bank also promoted Hong Kong's commercial sector by offering discounts and rebates for customers who use an HSBC credit card when shopping and dining out, to help business affected by the downturn. More than 1,500 local merchants participated the promotion.

In addition to local marketing, HSBC does niche marketing. For example, it found a little known product area that was growing at 125 percent a year: pet insurance.

In December 2003, it announced that it will distribute nationwide pet insurance through its HSBC Insurance agency, making the insurance available to its depositors.

HSBC also segments demographically. In the United States, the bank will target the immigrant population, particularly Hispanics, now it has acquired Bital in Mexico, where many migrants to the United States deposit money

Overall, the bank has been consciously pulling together its worldwide business under a single global brand with the "World's Local Bank" slogan. The aim is to link its international size with close relationships in each of the countries in which it operates. The company spends 56000 million annually on global marketing and will likely consolidate and use fewer and agencies. HSBC will decide who gets the account by giving each agency a "brand-strategy exercise. Agencies will be trying for the account by improving on HSBC's number 37 global brand ranking.

Questions

1. What are the key success factors for HSBC? Which factor is most important and why?
 2. What recommendations would you make to your senior for future growth of the company? What they should surely do in its marketing efforts?
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