



MC-3540

Second Year B. B. A. (Sem. IV) (CBCS) Examination
September / October – 2013
Marketing Management - II

Time : Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दस्तावेज निशानीवाणी विगतो उत्तरपदी पर अवश्य बपवी. Fillup strictly the details of signs on your answer book.	Seat No.:
Name of the Examination :	<input type="text"/>
<input type="text" value="S. Y. B. B. A. (SEM. 4) (CBCS)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="MARKETING MANAGEMENT - 2"/>	<input type="text"/>
Subject Code No. : <input type="text" value="3"/> <input type="text" value="5"/> <input type="text" value="4"/> <input type="text" value="0"/>	Section No. (1, 2,.....) : <input type="text" value="Nil"/>
	Student's Signature

(2) All questions are compulsory.

(3) Figures to the right indicate full mark for that question.

1 Explain/Define following terms : 10

- (a) Packaging
- (b) Integrated Marketing Communication
- (c) Promotion
- (d) Pricing
- (e) Wholesaling.

2 (a) Write a note on labeling. 8

(b) Write a detailed note on Classification of Product. 6

OR

2 (a) Discuss marketing strategies for introduction and growth stage of product life cycle with suitable example. 8

(b) Discuss the concept of Product line and Product mix with suitable example. 6

3 (a) Write a detailed note on channel management decisions. 7

(b) What is Discriminatory Pricing ? Explain various bases for price discrimination with suitable example for each base. 7

OR

3 (a) Write a detailed note on marketing strategies of Retailer. 7

(b) Write a detailed note on price discounts and allowances. 7

MC-3540]

1

[Contd...

- 4 (a) Explain in detail the first four steps of effective marketing communication process. 10
- (b) Write short note on any **one** of the following : 6
- (i) Establish budget and decide media mix stage of Integrated Marketing Communication Process.
- (ii) Elements of Promotion Mix.

- 5 (a) Suggest a suitable distribution channel for the following product. Give justification to your answers. 6
- (i) Direct to Home Services (e.g. Tata Sky)
- (ii) Wrist watch
- (iii) Readymade clothes.
- (b) Read the case given below and answer the questions given after it : 10

Distribution Channel “The Wonder Drug”

Shri Hari Narayan Barua was the most reputed lawyer in Assam. He was extremely intelligent and very rich. Hari Narayan Babu, as he was popularly called, was persuaded to marry a pious and diligent woman at a young age. His wife bore him a son, named Archit, but could provide little intellectual companionship to her husband. The son inherited a razor sharp intellect from his father in addition to having an analytical mind and a questioning nature. Father and son developed a deep and satisfying relationship.

During his travels with his father, young Archit could not help but notice that many men grew their facial hair at a late age. Father and son would often discuss the merits of this phenomenon. They marvelled at the youthful appearances that these men continued to have till advanced ages. They also noticed that these men avoided the nuisance of having to shave. Archit soon became Dr. Archit K. Barua, skin specialist, and worked on his pet project facial hair. At the age of 26 he developed a composite medical treatment that could divert the nutrition from facial hair to hair on the head. This treatment deferred (delayed) the growth of facial hair, reduced the quantum of growth on the face and improved hair growth on the scalp (the skin covering top and back of the head). This could counter baldness (hair loss), though the medication could not totally cure baldness.

The medication consisted of a powder, which was to be applied on the face for keeping the face clear and smooth and a tablet, which was for diverting the nourishment to the hair roots on the head. Both these medicines were to be taken on alternate days for three months and thereafter once a week for six months.

Hari Narayan Babu was overjoyed with his son's invention. He offered himself as the first customer, mainly to improve his balding pate. The drugs were submitted to the government for testing and certification confirming their fitness for human consumption without any ill-effects. Hari Narayan Babu's connections at the right places ensured that the clearance came quickly. He had enough wealth to fund the setting up of a factory for producing these wonder drugs. On his 28th birthday, Archit got the factory and a duly registered company as a birthday gift.

Mr. Edward Dexson, a retired general manager, marketing of Hindustan Tele Systems Ltd. and a few youngsters were recruited for marketing the powder and the tablets. The marketing team decided that the distribution channels/sales network should be in place before production started in full swing. Names of the distributors/retailers would be needed during the advertisement campaign. However, the marketers could not identify what distribution channel should be adopted for these products. The idea was so novel that the marketing team was not clear about the target segment. Even prolonged discussions yielded an unanimous solution. Finally Mr. Dexson ruled that the facial powder should be sold through barbers (since it was related to shaving) and the tablets should be marked by medical store chemists. Distributors, normally covering a state, were to be appointed. They would deal with the retailers on the one hand and with the company headquarters (located at the factory) on the other hand. Both the Baruas were not happy with the decisions, but they knew little about marketing or district channels and so on. They, therefore, had little choice.

Questions :

- (1) Discuss the correctness of Mr. Dexson's plans. 2
- (2) Suggest a distribution channel, which in your view, would be suitable for facial powder. Give arguments to support your recommendations. 4
- (3) Suggest a distribution channel, which in your view, would be suitable for tablets. Give arguments to support your recommendations. 4