

## MBA DEGREE (PT) II SEMESTER EXAMINATION APRIL 2013

SMP 2204 MARKETING MANAGEMENT  
(2010 and 2011 Admissions)

Time : 3 Hours

Maximum Marks : 50

(5 x 10 = 50)

- I. A. Explain the components of Marketing Environment in detail.  
OR  
B. How companies can more accurately measure and forecast demand?
- II. A. Differentiate between points of parity and points of difference with suitable illustrations.  
OR  
B. What major psychological process influence consumer responses to the marketing program?
- III. A. How is brand equity built, measured and managed?  
OR  
B. Enumerate the different stages of new product development with suitable illustrations.
- IV. A. Write a brief note on "Emerging Trends in Retail Management".  
OR  
B. Highlight the pricing strategies adopted by MNC 's to meet varying circumstances and opportunities in detail.
- V. Case Study:

Harrison Hudson, president and founder of Hudson Coffee Company, sat in a new –product meeting with his marketing staff F.Marvin Schwartz, Marketing Manager, was discussing the need to develop a marketing plan for Colombian Coffee Cooler, the proposed brand name for a new product line of iced-coffee drinks. The line was to include five flavours; standard coffee, Swiss chocolate, Mocha, espresso and amaretto, Schwartz explained that the marketing of the canned iced-coffee line was designed to be similar to the marketing strategies used by most soft drink marketers.

As Hudson listened to the presentation of some plans that he already had discussed with Schwartz, he remembered that 5 years earlier he had returned to his Alma Mater for a football weakened. He had been appalled that Sunday morning in the Notre Dame student union to see students ordering doughnuts and coke or Dr Pepper rather than coffee for their breakfast drink. It was a tremendous shock. That weakened had a major impact on Hudson's thinking. The importer and blending of exclusive coffees, manufacturer of coffee pots, and Notre Dame alumnes began to think that the growth era for coffee was over.

Schwartz indicated that soft drink consumption now exceeded 30 gallons per person per year and was substantially more among preteens and teen-agers. He estimated that soft drink consumption now made up 30 percent of the beverage market. He pointed out, however, that the public was not consciously aware of this extremely large volume.

Hudson saw canned iced coffee as an opportunity to compete in the soft drink market. He thought it was a product that would bring Hudson coffee into the soft drink age. However, he was unsure whether there was adequate demand for the product line.

Questions

- If you were a marketing research staff member attending this meeting, how would you define the research problem?
- Write a detailed statement of the research objectives for the Colombian coffee cooler project.  
What type of information might be acquired using primary data and secondary data sources?

