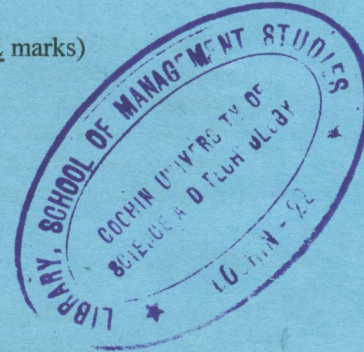


M.B.A. DEGREE (PT) II SEMESTER EXAMINATION, APRIL 2010

SMP 2204 MARKETING MANAGEMENT

Time: 3 Hours

Maximum marks : 50

(All questions carry EQUAL marks)

(5 x 10 = 50)

- I. A. Discuss the impact of Globalization on marketing.
OR
 B. Explain the steps involved in marketing research.
- II. A. Explain the different bases that are used for segmenting the market.
OR
 B. Elaborate on the different stages of the consumer decision making process.
- III. A. 'Nine out of ten new consumer products fail'. Do you agree? If so, what could be the reasons?
OR
 B. Explain the various methods of pricing.
- IV. A. What are the factors to be considered in determining the channel for distribution?
OR
 B. 'Manufacturers prefer Advertising while Retailers prefer Sales Promotion'. Discuss.
- V. Case study:

Cool-Heads was established in 1985 to manufacture, distribute and market pharmaceutical soft drinks. It was purely an Indian Company and had to face tough competition from multi-national companies during the initial years. The company in the last decade with the help of effective market strategies, has set up a place for itself, amongst the leading pharmaceutical companies in the country.

In 1995, the Managing Director of the company stressed the need for diversification and addition of new products to its existing product range. He floated the idea of manufacturing and marketing Coffee with milk, coca and sugar. His advisers suggested that such products enriched with coca, would be desirable and should be a big success, specially in view of its competitors brand. Marketing research department of the company also gave the green signal to the project after conducting a brief survey.

The company promoted its coffee with Choco-Coffee brand name. It was supplied in a 400g. packet at the price of Rs.74/-. The product was heavily advertised in the newspapers, health magazines, radio and television. The target audience was middle class, who it was believed could afford 'choco-coffee'. The ordinary coffee was available in the market at the rate of Rs.30/- to Rs.40/- per kg. The thrust of choco coffee in the promotion campaign was that this coffee contains cocas, milk and sugar.

(Turn over)