

Reg. No. _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
SECOND TRIMESTER MBA DEGREE EXAMINATION JANUARY 2017
MBA 23: MARKETING MANAGEMENT I

Max. Marks: 60

Duration: 3 Hours

Part A

Answer all questions. Each question carries 2 marks

1. "Is selling a part of marketing". Comment.
2. What distinct patterns of consumer behaviour one can see in adoption of a new product?
3. Is un-segmented marketing not possible at all?
4. Differentiation and positioning are related. Explain your view on this statement.
5. Compare and contrast between skimming and penetration pricing.

(5x2 marks = 10 marks)

Part B

Answer any 3 questions. Each question carries 10 marks

6. "Consumers buy brand, not products". In the light of above statement, discuss the importance of branding and the tasks involved in developing and managing brands.
7. Lekha, the management trainee of ABC Ltd, is assigned to introduce a new product "Erasable ink" into the market. This product aims to make maximum profit in the short run and to be the market leader in the long run. Narrate the steps that Lekha has to be followed in order to attain the objective.
8. Lux, creamy lather soap is produced by Hindustan Unilever launched in 1925. It is the market leader in the creamy lather segment. ITC, enjoying brand equity in various segments launched 'Vivel', a creamy lather soap. It is eating into the Lux market. Define the product life cycle of both Lux and Vivel.
9. "Marketing environment plays a great role in the success of marketing". Justify this statement with respect to the factors constituting the marketing environment.
10. Explain the buying motives of consumers. What are the factors influencing consumer buying decisions?

(3x10 marks = 30 marks)

Part C

Compulsory question, the question carries 20 marks

11. Watches are a category which has stiff competition in the present day context. Titan, the

market leader, has offerings for various market segments. Pricing and positioning strategies play an important role in appealing to the respective target segment. Titan has Insignia, Classique and Sonata as some of its brands. It also has Fastrack priced between Rs. 900 and Rs. 1,500. One of the problems facing a watch marketer is the problem of cannibalization across price points. Timex introduced Basics (Rs. 450) at the lowest end. Timex's Vista, Aquara and Lextra contribute to almost three fourths of Timex's series (These brands start from Rs. 500 onwards). It is very likely that sub-brands of the brand may cannibalise each other. Titan's Sonata and Classique ranges have similar designs. The Sonata range extends from Rs. 400 to over Rs. 1,200.

Since the launch of 21st century watch concept underwent a revolutionary change. Fashion conscious, dashing lovers are moving towards international brands like Tissot, Favre-leuba, Eternamatic, etc which are not very costly and affordable.

Questions:

- a. Discuss the scope and relevance of the concept of market segmentation. Illustrate how firms would be benefited in marketing their products and services by segmentation.
- b. Develop segmentation and positioning plan for Sonata covering the following aspects: (i) Market Segmentation, (ii) Positioning, (iii) Marketing Mix

(20 marks)