Student's Roll No. ……. Subject Code: MRMA
(To be written before writing any answer)

SEMESTER III – B. B. A. EXAMINATION 2008

MARKETING MANAGEMENT

Full Marks: 50
Time: 2 hrs
Students should answer in their own words as far as practicable.

Group A ***Answer any four of the following:*** **[4 x 10 = 40]**

1. How can human "needs' be satisfied? What are the conditions for "exchange' to take place? Trace the development of the role of marketing in an organization.

2 Differentiate between marketing mix, product mix and promotional mix.
Relate the 4Ps to 4Cs and 4As. What purpose might they serve?

3. Briefly explain the relationship between Product Life Cycle (PLC) concept, Technology Life Cycle and Brand Life Cycle. What is the relationship between the PLC and the type or nature of customers?

4. What are the five 'M's of advertising? Relate the role of advertising to Tri-component Attitude Models (also known as Response Hierarchy Models).

5. Explain the concept of "customer satisfaction" (CS).What is the importance or significance of CS? What could be the major hurdles or pitfalls in providing CS?

6. P&G and HUL are close competitors matching each other on every point; for example, in the area of detergents, P&G has "Ariel" for HUL's "Surf", and "Tide" for HUL's "Rin", etc. In a strategic move to gain more market share, P&G cut the price of "Tide", which was about 10% higher than that of "Rin" by about 20%, to about 10% below "Rin". What options are open to HUL to counter this move? Which would you recommend and why?

7. "Strategic marketing, sometimes referred to as STP (Segment, Target, Position) marketing, has replaced the earlier concept of LGD (Lunch, Golf, Dinner) marketing; but LGD marketing has surreptitiously crept back in the guise of CRM (Customer Relationship Management)" Do you agree? Discuss.

8. The demand for a particular product, in units, is given by D = 10 – P, where P is the price in rupees. Given that the variable cost per unit is Rs 2/-, show how different prices may be set, depending on the pricing objective.

Group B

9. ***Write short notes on any two of the following:*** **[2 x 5 = 10]**

   i) Channel conflict.
   ii) Service marketing
   iii) Penetrating Pricing
   iv) Vertical Marketing System
   v) Branding

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