

total number of printed pages-6

1 SEM MCOM (CBCS) MM 300 (N)

2019

(December)

COMMERCE

Paper : 10300

(Marketing Management)

Full Marks : 60

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Answer **any five** questions from the following: 3×5=15
 - (a) What is a bullion market ?
 - (b) What is a product mix ?
 - (c) What is a brand ?
 - (d) What are buying motives ?
 - (e) What is extensive decision-making ?
 - (f) What is trading up ?

Contd.

- (a) Explain the concept of marketing
- (b) Discuss the factors influencing the determination of a firm.
- (c) Discuss the bases on which markets are segmented.
- (d) State and explain the needs of studying consumer behaviour.
- (e) Write a note on social marketing.

2.

- $5 \times 3 = 15$

e case. $4+3+3=10$

The Company

large number of home appliances such as washing machines, TVs, refrigerators etc., brand name of 'Elaska'; market in late

...one of the two or ... to produce ... under collaboration with a German ... this company entered the ...

At that time, Elaska was one of the leading companies in home appliances of about 35%.

as a leader with a market share of 15 per cent. In the year 1989, the German collaborator was liquidated and the Alaska through. For one and a half

partnership fell through. The company faced major setbacks in 1997 when it was forced to settle with a Japanese giant in Hankwa. This company is technically bankrupt.

collaboration, leader and superior to most of its competitors. Elaskan to sell all products under its own

continued to
brand name.
3 MM 300 (M)/D



Contd.

The competitor, Westways, had a distinct advantage of being perceived as a company with better sales after bringing out new products. The owners of Elaska did not show high appreciation for their products. Recommendations: On the basis of research conducted by 'Opinions', the company decided to take the following actions:

- Change the advertising campaign and emphasize on features such as service and build an all round image.

Features sought	
Men	Price, brand, service and machinery used
Women	Price, brand, capacity, looks and features

There is a difference between the features sought by men and women.

Features	
Brand name	Dealers
Price, capacity and durability	Advertisements, dealers
Reliability and service	Peers, friends, etc.
Special features	Advertisements, dealers

- Increase dealer
- Improve after sales service
- Use different media for men and women as well as for different income groups.

Review Questions :

1. Identify the major issues in this case.
2. In your opinion, can recommended actions take care of problems faced by Elaska ? If not then give alternate recommendations.
3. Should the marketing research have covered any other areas of information about consumers or was it sufficient ?

M.Com 1st Semester Examination 2020 (held in June, 2021)

Course Title: Marketing Management

Course Number: 10300

Nature of the Course: Core

Full Marks: 30

Time: One and Half Hour

Mode of Examination: Online (Open Book Examination)

[The figures in the margin indicate full marks for the questions. Word limit for Question No 1 is 150 each and for Question No. 2 is 100 each]

1. Answer any four questions from the following:

4 x 5 = 20

- a) Bring out the importance of Marketing.
- b) State and explain two features of modern marketing.
- c) Explain the factors influencing price determination.
- d) Write a note on product-mix strategies.
- e) Discuss about the functions of packaging.
- f) Explain the needs of studying consumer behaviour.
- g) Illustrate the importance of promotion in Marketing.

2. Attempt the following case:

ANGEL'S DIVERSIFICATION PLANS

INTRODUCTION

Angels has a market share of about 65 per cent in the instant baby food market. The company has a nationwide presence and is the undisputed market leader for almost thirty years now. The company is Indian subsidiary of a multinational giant and has established an enviable brand name in the market. The organization is spread across the country with a large number of offices and sells through retailers. It is estimated that the company has presence in almost 90 per cent cities and more than 50 per cent semi-urban and rural markets.

THE PRODUCTS

Angels produces a variety of baby food and supplements such as First Food, Food for Infants, Food for Toddlers and a range of digestive biscuits and cereals for children up to 3 – 4 years in age. All these products come in different tastes, flavours and packing.

THE MARKET

Instant baby food market in India is large, given its population growth rate. But the market is concentrated in certain areas of cities and semi-urban habitats. Also the market is extremely sensitive to quality, safety and health regulations and products are subjected to a number of rules, regulations and compulsory measures from food and health regulatory bodies.

Price sensitivity is another major issue in semi-urban and rural markets.

In the last 15 years, two major competitors have come up with a similar range of products and are gaining popularity.

Another issue which makes this business tough is that the life span of a customer's association is very short. As babies grow older their consumption declines but turnover remains high. As Angels is largely dependent on its up to 3 year's age products, the market is limited and also reducing. As one of their strategists says, "the population growth is diminishing in the high income group. People who can afford our products have one child per house and hence their association with our products is limited."

In a recent meeting of market strategists, it was emphasized that Angels cannot survive on baby foods alone for long. The company must intensify its efforts in other areas. Two such areas, which so far were never taken seriously, are of general merchandise and accessories for babies and children and a broad line of packaged health food for different age groups. Angels general merchandise line includes medical aids such as band-aids, feeding accessories and gifts. The company plans to include lotions for children and kids wear in this category. The marketing plan includes a separate deal with dealers and retailers to put all these products together with baby food and sell these items through department stores as well. ed

Another strategy is to introduce packaged health food for different age groups. Angels' strategists hope to generate around 50 crores annual sales from non-baby foods in the next 2-3 years. Presently, they feel, as much as 10% of their food is consumed by non-baby customers. Accordingly they see a huge market, sensitive to quality, which is waiting to be tapped.

To start with, the company plans to test launch a fruit based snack in two cities and see the results after one month. Based on the response it receives in the market, further plans will be made on whether to modify the product, marketing strategy of go ahead with a full-fledged launch. If this product is successful, then a series of food and snack items will be launched in a span of six months. The launch will be supported with media advertising, retailer promotion, etc.

The market watchers, however, are skeptical about the move of Angels to diversify into adult food market and accessories. One analyst has expressed his views thus, "The company may not be able to reach its sales target in 2-3 years because it will take longer to establish themselves in a different market. The competition is plenty and so far Angels are associated with baby food very strongly. General perception of healthy food being tasteless and clinical will dominate the decision making of teenagers and youth, which is a major clientele for ready-made food."

QUESTIONS

1. Apart from declining birth rate, what other trends can have a significant effect on the company's market plan?
2. 'A highly successful baby food company will surely be successful in adult food segment.' Comment.

3. The decision of getting kids accessories and general merchandise will be in line with their existing markets. Evaluate the decision.

of printed pages-2

1 SEM PG (CBCS) MM 300

2021

(held in February/March, 2022)

COMMERCE

Paper : 10300

(Marketing Management)

Full Marks : 60

Time : Three hours

The figures in the margin indicate full marks for the questions.

- (a) Discuss the elements of the marketing mix with special reference to services. 15

OR

- (b) "Changes in the modern marketing environment has had a repercussionary influence on the scope of marketing functions as well." Elaborate. 15

2. (a) Explain the consumer buying decision process in respect of different product categories. 15

Contd.

OR

- (b) "Buyer behaviour is a composite of demographic as well as psychographic consumer variables." Justify with examples. 15
3. (a) Analyse the distinct need and phases of product planning and development based on varying stages of the product life cycle. 15

OR

- (b) "The need for branding is much greater than just creation of identity and differentiation of the product/service from other similar products/services." Explain. 15
4. (a) Differentiate between the focal considerations of pricing products and services. 15

OR

- (b) State and characterise different methods of probability and non-probability sampling application in marketing research. 15

cycle with number of printed pages-3
durables 15

1 SEM MCOM (CBCS) MM 300

2022

(December)

COMMERCE

Paper : 10300

(Marketing Management)

Full Marks : 60

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. (a) Draw attention to a few modern concepts of marketing as distinct from the traditional concepts. 15

Or

- (b) With services becoming an integral part of marketing products (HINT : Electronics, Automobiles, etc), the role of the marketing mix elements have become much more complex and significant. Comment.

Contd.

Or

(b) Enlist five focal characteristics each of social marketing, rural marketing and e-marketing.

n June, 2021)

ant

1 SEM MCOM (CBCS) MM 300/D

kami

rd

h/

1

Total number of printed pages-2

1 SEM MCOM (CBCS) MM 300

2023

(December)

COMMERCE

Paper : 10300

(Marketing Management)

Full Marks : 60

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. (a) Discuss the marketing functions given the growingly complex marketing environment. Draw reference to at least (five) 5 environmental variables to support your answer. $3 \times 5 = 15$

Or

- (b) Analyse the influence of consumer behaviour in each stage of the buying decision Process. 15

Contd.

2. (a) Explain the product life cycle with special reference to consumer durables.

Or

- (b) Explain the importance and challenges of branding in the highly dynamic modern marketing environment.

7+8=15

3. (a) Elaborately discuss at least 3 (three) methods of pricing focusing upon their applicability under different market conditions.

5×3=15

Or

- (b) Analyse the suitability of various channels of distribution to achieve the purpose of intensive, exclusive and selective distribution of products in the market.

5×3=15

4. (a) Explain 2 (two) methods each of probability sampling and non-probability sampling for conducting marketing research.

7½×2=15

Or

- (b) State and explain 3 (three) qualitative methods of data collection.

5×3=15

/ Total number of printed pages-3

1 SEM MCOM (CBCS) MM 300

2024

(December)

COMMERCE

Paper : 10300

(Marketing Management)

Full Marks : 60

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. (a) With the rapid growth of non-store and virtual marketing tactics, the face of modern marketing has changed both conceptually and in practice. In the light of the given statement, classify markets and explain a few modern concepts of marketing. $7\frac{1}{2}+7\frac{1}{2}=15$

Contd.

Or

(b) Briefly explain the $(4+3)=7$ elements of the Marketing Mix. Critically analyse the practical validity of the Marketing Mix.

$7+8=15$

2.

(a) Elaborately discuss *any two* theories of Consumer Behaviour with special focus on their practical implications.

$7\frac{1}{2}+7\frac{1}{2}=15$

Or

(b) Discuss the various phases of New Product Development. Also detail on the stages of the Product Life Cycle. Support your answer with examples of products.

$7\frac{1}{2}+7\frac{1}{2}=15$

3.

(a) Enlist and explain the various types of branding. Suggest the primary conditions favourable to branding.

$8+7=15$

Or

(b) Pricing is much more than profit-making. It is a process of relationship building with customers—Take cue from this statement to explain the objectives of pricing and kinds of pricing. Exemplify your answer well.

$7\frac{1}{2}+7\frac{1}{2}=15$