



UA-3525
Second Year B. B. A. (Sem. III) Examination
March/April – 2012
Marketing Management
(New Course)

Time : 3 Hours]

[Total Marks : 100

Instruction :

<p>नीचे दृशविले निशानीवाणी विगतो उत्तरवही पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.</p> <p>Name of the Examination : S. Y. B. B. A. (SEM. 3)</p> <p>Name of the Subject : MARKETING MANAGEMENT (NEW)</p> <p>Subject Code No. : 3 5 2 5 Section No. (1, 2,.....): NIL</p>	<p>Seat No. : □ □ □ □ □ □</p> <div style="border: 1px solid black; border-radius: 15px; padding: 10px; text-align: center; margin-top: 10px;">Student's Signature</div>
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- 1 Answer in brief : (any seven) 14
- (a) What do you mean by supply chain management ?
 - (b) What you mean by annual plan and annual plan control ?
 - (c) What do you mean by "Sales Analysis".
 - (d) Define prmotion. Also list down components of promotion mix.
 - (e) Define term points of parity and points difference.
 - (f) List down the different types of intermediaries.
 - (g) What do you mean by discriminatory pricing ?
 - (h) What do you mean by "Served market Share" and "Relative market Share" ?
- 2 (a) Define marketing and marketing management. 10
Also discuss in detail marketing management process.
- (b) Explain with a suitable example the concept of 4
product level.

OR

- 2 (a) Define consumer buying behaviour. Discuss consumer buying process in detail with a suitable example. 9
- (b) Discuss procedure for segmentation. 5

- 3 (a) Define term "differentiation". Discuss in detail differentiation variables. 10
- (b) Discuss the marketing strategies for the product in introduction stage of PLC. 4

OR

- 3 (a) Discuss in detail business buying process with an example. 7
- (b) Discuss in detail the objectives and functions of packaging and labelling. 7

- 4 (a) Define integrated marketing communication. Discuss in detail first three steps of effective marketing communication process. 8
- (b) Write a short note on marketing audit. 6

OR

- 4 (a) What do you mean by channel of distribution ? Write a detailed note on factors affecting choice of channel of distributions. 9
- (b) Write a short note on retailing. 5

5 The Case of Quality Bathing Soap : 14

Navin Mehta, a young chemical engineer, developed a new detergent during his M. Tech Course. Upon passing out, he invested a small capital to start manufacturing and selling the detergent under the brand name Nippo. Coming from a middle class family, Mehta decided to price his detergent much lower than the other detergents available

in the market at that time. His pricing strategy paid rich dividends and Nippo became an instant success. Using his newly acquired financial strength, Navin developed a premium quality bathing soap with a unique colour and perfume. Although the cost price of this soap was high, Navin priced it substantially lower, maintaining a lower profit margin to be a comfortable product in the market.

Questions :

- (1) Do you feel Navin committed a pricing mistake in the case of quality bathing soap ? Give reasons for your answer. **7**

- (2) Suggest an appropriate distribution channel for bathing soap. **7**

