

**(DBUS 34)**

M.B.A. (3 Years) DEGREE EXAMINATION,  
NOVEMBER 2021.

Third Year

B-Marketing Management

SALES AND ADVERTISING MANAGEMENT

Time : Three hours

Maximum : 70 marks

SECTION A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. (a) Planning Framework in Advertising.
- (b) Objectives of Advertising.
- (c) Elements of Advertisement Copy.
- (d) Ethical concerns in Ad Creation.
- (e) Integrated Marketing Communication.
- (f) Brand Equity.

SECTION B — (3 × 15 = 45 marks)

Answer any THREE questions.

2. Elaborate the process of strategic Advertising Decisions.
3. Describe the stages in advertising copy creation.
4. Explain the methods of pre testing in advertising.
5. Elaborate the media planning and selection in advertising.
6. Discuss the measures of media cost efficiency.
7. Explain the reasons for the Failure of an Ad Copy.

SECTION C — (10 marks)

(Compulsory)

8. Case Study

In April 2013, Cadbury India's foreign parent acquired Pfizer's interests in the confectionary business for \$4.2 billion. That included the Warner — Lambert product portfolio known best for Halls, Clorets and Chickets.

The New strategy centers on Halls, a throat lozenge that enjoyed immense popularity in India until some years ago when it was overtaken by Vicks, Polo and now, Chloremint. Historically, Halls has been a strong brand in South and West India. That probably because, according to research conducted by Warner-Lambert, consumers in those regions prefer the menthol flavor, rather than just sweet candy. Cadbury is now planning to aggressively make a dent in the northern and the eastern regions, where awareness levels of the brand Halls have been dismal.

The company is still chalking out its strategies for this, but promotional schemes and heavy advertising will play an important part. But while Cadbury plans to pull out the stops to make Halls a successful brand, it is important to know the irritations caused to the brand in the past. Up until the early 1990's, Halls was one of the leading cough lozenge brands; industry sources say its Brand Awareness was as high as 90 percent. But things went downhill from 1997 onward.

The focus remained on enhancing the brand's visibility — crucial for an impulse purchase category. For this, the company introduced long, vertical dispensers and jars for storing Halls at even Kirana shops. In what may appear to be a contrarian move, it also brought down its advertising spends from about Rs. 18 crore in 1997-98 to Rs 6-7 crore in 2000. But there was a reason; marketing wisdom dictates that it is better to avoid high and spends on small-category product. The sales network was also realigned to make it more region-focused with the result that inventory levels came down from 20 weeks in the mid-1990's to three weeks by 2000.

The next step was a positioning shift in 2001. Since Proctor and Gamble's lozenge brand, Vicks, was already selling on the medicinal platform of curing coughs and colds (and was sold mainly through chemists), Warner-Lambert decided to create a distinction for Halls has always targeted young adult men. And, most importantly, Warner-Lambert reverted to the original 50 paise price tag.

Warner-Lambert's efforts did Pay Off From a Rs.30-crore brand in 1999-2000. Halls is now valued at Rs.40 crore. Industry sources say its market share, too, has increased to about 30 percent. Now Cadbury plans to take Halls forward. As the Marketing Consultant answer the following questions:

Questions:

- (a) Suggest any 2 IMC tools to promote Halls.
  - (b) How would you change the image of Halls to make it more favorable? (Media/ Packaging/ PR/Ad campaign)?
  - (c) What sales promotion would you recommend to induce purchase of Halls?
  - (d) How would you measure the success of your advertising and promotion?
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**(DBUS 35)**

M.B.A. DEGREE EXAMINATION, NOVEMBER 2021.

Third Year

B-Marketing Management (Optional)

MARKETING OF SERVICES

Time : Three hours

Maximum : 70 marks

SECTION A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. (a) Characteristics of services.
- (b) Growth of service sector.
- (c) Quality of Services.
- (d) Public Utility Services.
- (e) Internal Marketing of a Service.
- (f) Strategies by service Industries.

SECTION B — (3 × 15 = 45 marks)

Answer any THREE questions.

2. Explain different methods of classification of Services.
3. Enumerate the importance of human resources development in service industry.
4. Explain marketing mix in services.
5. Discuss the role of market segmentation in service industries.
6. Explain the factors and techniques to resolve service gaps.
7. Why Customer Expectations are not fulfilled in Services? Explain.

SECTION C — (10 marks)

Compulsory.

8. Case Study

Mumbai Nutan Tiffin Carriers Ltd MNTCL, comprising of around 8000 semiliterate dabbawalas of Mumbai, every day deliver more than 8.00 lakhs Tiffin boxes to working people across the city and later return the empty Tiffin boxes to their respective homes same day.

A meager amount of Rs. 300/- p.m is charged for this indispensable service, providing home cooked food to working people at their work place. In spite of complexity, hurdles of transport system and adverse climatic conditions, the quantum of error is as low as 1 error in 8 million deliveries.

The modes of conveyance used are bicycle, manually driven trollies and suburban local trains The entire process of giving/taking delivery is carried out with help of three different sets of carriers.

With help of a unique color code system, sorting of thousands of tiffin boxes is carried out within few minutes, at destination, thanks to the splendid team spirit and meticulous timings.

Although the common working Mumbcikar is getting home cooked food at all nooks and corners of the metro city due to efficient system of MNTCL, off-late there has been a marked decline in business, on account of changes in working and eating habits, MNTCL is showered with six sigma ratings and affectionately called as 'Management Guru'. At premier institutions, the office bearers deliver lectures on managing operational hurdles and sustaining high quality of services.

Questions:

- (a) Critically examine the factors which have led to achievement of excellence in the service provided by MNTCL.
  - (b) Suggest suitable measures for improvement in business growth and higher profitability for business continuity in the years to come, for MNTCL.
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(DBUS 36)

EXECUTIVE M.B.A. (3 Years) DEGREE EXAMINATION, NOVEMBER 2021.

Third Year

B-Marketing Management (Optional)

RURAL MARKETING

Time : Three hours

Maximum : 70 marks

SECTION A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. (a) E-Rural Marketing.
- (b) Rural Researchers.
- (c) Impact of IT rural market
- (d) Physical distribution.
- (e) Rural Product Categories.
- (f) Rural promotion.

SECTION B — (3 × 15 = 45 marks)

Answer any THREE questions.

2. Discuss the concept of Rural Markets in India and understanding the rural environment.
3. Describe the Differential aspects of buying behavior, and discuss trends in Consumer Behavior?
4. Explain about the product adoption process. What are the factors that affect the product adoption process?
5. What is Rural Media? Explain the Rural promotion effort building relationship in rural Promotion event.

6. Determine the dynamics of Distribution process and discuss the participants in the rural Distribution process?

7. Explain the various strategies marketers use for product modification decision for the rural Markets. Explain with the help of suitable examples?

SECTION C — (10 marks)

Compulsory

8. Case Study:

A company producing a complete range of consumer durables has decided to promote the following products in rural market:

- (a) Sewing Machine,
- (b) TV sets.
- (c) Mini generation sets
- (d) Electrical appliances.

What are the advertising media options that would you suggest to the company as rural marketing consultant in each case and why?

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