

(DBUS34)

M.B.A. DEGREE EXAMINATION, MAY – 2017

Third Year

B – MARKETING MANAGEMENT

Sales and Advertising Management

Time : 3 Hours

Maximum Marks : 75

SECTION – A

(3 × 5 = 15)

Answer any three questions

- Q1)** a) Interpersonal skills
b) Job analysis
c) Sales Organisation
d) Marketing Communication
e) Client – agency relation
f) Media scheduling

SECTION – B

(3 × 15 = 45)

Answer any three questions

- Q2)** Discuss about negotiation skills required for sales force.
- Q3)** Enumerate the need for training to sales force.
- Q4)** How to prepare a budget for sales? Explain.
- Q5)** Describe how to measure effectiveness of advertising.
- Q6)** Write about selection of advertising media.
- Q7)** Examine the inter dependence between sales and other departments.

SECTION – C

(15)

(Compulsory)

Q8) Case study

After introducing popcorn and Sundrop cooking oil, ITC Agrotech launched wheat flour (*atta*) under the brand name Healthy World. US – based food products firm, Conagra, has 51 percent stake in ITC Agrotech. The vice president says, “We took an Indian perspective out of the Conagra portfolio, with relevance to the local palate ... Healthy World marks our entry into mass market products”.

Priced at Rs 18.50 for a 1 kg pack, Healthy world comes in packs ranging from 500 gm to 5 kg. ITC Agrotech claims that it spent nearly one year on R & D before launching Healthy. World, benchmarking it against national players in the branded *atta* category; palyers like Hindustan Lever Limited (Annapurna) and Pillsbury. There are several regional brands too. Parameters such as softness, taste, colour and texture preferences are said to have been looked into in detail before finalising the variant. “Our research revealed that the preferences in the North and South of India differ distinctly across almost all parameters of *atta*. While creamish to white colour and finer size is preferred in the South, the North consumer is more discerning as far taste goes”, informs the marketing manager. Consumers in the South are more receptive to branded *atta*, but the North leads in consumption, where average monthly household consumption is 27 kg as against just 3 kg in the South.

Conagra claims to be the largest miller in the US. ITC Agro took over the *atta* manufacturing portion of a partner in Chennai to streamline it in line with its parent company’s manufacturing process. What will also help ITC Agro is the fact that it has established itself as a health conscious manufacturer with sundrop. The distribution network is already in place. In fact the Healthy World packs too leverage this with the image of the boy somersaulting (The Sundrop trademark) with the proclamation “from the makers of Sundrop”. The branded *atta* market is estimated to be in excess of Rs. 350 crore, with category advertising spend of about Rs. 20 – 25 crore. The theme line of Healthy World says, “More health More Energy”.

Questions :

- a) Develop a sales promotion plan to encourage continued consumption of Healthy World in North India.
- b) How would you make your sales promotion competition proof?
- c) How would you evaluate the results of this promotion?



(DBUS35)

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Third Year

B – MARKETING MANAGEMENT

Marketing of Services

Time : 3 Hours

Maximum Marks : 75

SECTION – A

(3 × 5 = 15)

Answer any three questions

- Q1)** a) Types of Services
b) Dollar Credit Card
c) Tourism development
d) Hospitality facilities
e) Need for services
f) Indmark

SECTION – B

(3 × 15 = 45)

Answer any three questions

- Q2)** Describe the issues in designing service strategies.
- Q3)** Examine the role of consumer in marketing.
- Q4)** Write about marketing of educational services.
- Q5)** How to design a marketing strategy for health services? Explain.
- Q6)** “Marketing plays a crucial role in the development of tourism” – Comment.
- Q7)** What is consumer banking? Explain its objectives.

SECTION – C

(15)

(Compulsory)

Q8) Case study

HDFC Bank launched the “health plus credit card” where it has joined hands with National Insurance Company and Master Card International to offer Cashless mediclaim of S 50,000 and a critical illness cover S 1.5 lakh on each card, discounts at leading hospitals and on healthcare services and products. “By offering such value – added services we feel that we will not only win the loyalty to our existing customers but also get new customers”, says Swaroop.

The company had also launched a co – branded card earlier this year for government employees, with eSeva and e – governance initiative of the Government of Andhra Pradesh.

Questions :

- a) How does HDFC bank is improving customer loyalty?
- b) What are the innovations of HDFC to promote services?



(DBUS36)

M.B.A. DEGREE EXAMINATION, MAY – 2017

Third Year

B - MARKETING MANAGEMENT

Rural Marketing

Time : 3 Hours

Maximum Marks: 75

SECTION-A

(3 × 5 = 15)

Answer three questions

- Q1)** a) Rural buyers.
b) Branding.
c) Physical infrastructure.
d) Rural promotion.
e) Product adoption.
f) Rural marketing research.

SECTION-B

(3 × 15 = 45)

Answer three questions

- Q2)** What are the various factors influencing rural market environment?
- Q3)** Bringout the opportunities available at rural media.
- Q4)** Write a note on product augmentation for the rural market.
- Q5)** Explain the determinants of rural buyer behaviour.
- Q6)** Describe the phases in product development process in rural markets.
- Q7)** Discuss about participants of rural distribution process.

SECTION-C

(15)

Compulsory

Q8) Case study

RURAL BUYERS

According to Pradeep Kashyap, Urban buyer is individual-driven, whereas in rural areas, decision making is a collective process. If a village adopts a toothpaste instead of a tooth-powder, the process starts with the Pradhan. Rural buyers do take longer to adopt a brand, but once they do so, they are more loyal than their urban counter-parts. Collective principle also works in brand adoption. Thus we have Nirma villages, Escorts villages, Mahindra villages and Wheel villages. The consensual decision is respected by the majority. Rural buyers are also as quality conscious as their urban counter-parts. However, product's functionality is far more important to them. They, therefore, prefer a no-frills product. The role models for aspirational products are the same as those for urbanities. But for specifically rural products, we have to think of a better and more convincing role model like a Pradhan, a teacher, armed force personnel etc.

Question:

How can we market a shampoo to a rural buyer?

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