

(DBUS34)

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M.B.A. DEGREE EXAMINATION, MAY – 2018

Third Year

B-MARKETING MANAGEMENT

Sales and Advertising Management (Optional)

Time : 3 Hours

Maximum Marks :70

SECTION - A

Answer any three questions.

(3 x 5 = 15)

- Q1)** a) Personal selling.
b) Sources of recruitment of salesman.
c) Budgeting.
d) Media planning.
e) Media selection.
f) Interpersonal skills.

SECTION - B

Answer any three of the following questions.

(3 x 15 = 45)

- Q2)** Explain nature and scope of sales management.
- Q3)** Explain various methods of training the sales force.
- Q4)** What is performance appraisal? Explain the importance of monitoring performance appraisal for salesman.
- Q5)** How do you measure the effectiveness of advertising effectiveness? Explain.
- Q6)** Explain about client – agency relations.
- Q7)** Explain marketing communication process in detail.

SECTION - C
(Compulsory)

(10 Marks)

Q8) Case Study:

A young MBA Mr. Ram Kumar got an opportunity for a job in Sydney, Australia. The contract was for 3 years only. Mr. Ram Kumar did not want to stay in Australia, but interested to start a business in India. He was based in Mumbai and had earned enough money to start his own business in India. While in Australia he got very interested in water beds which were used by many households. He listed the advantages of the water beds:

- a) Water beds were made of PVC mattress full of water.
- b) The water needed to be changed once in six months.
- c) The water could be heated in winter to keep warm.
- d) It applied equal pressure on every points of the body.
- e) This ensured healthy and comfortable sleep.
- f) PVC used in water beds was of very high quality. It was sturdy and could stand considerable impact if children would play on it.
- g) It would not damage or leak.
- h) It was also used in hospitals and patients at home.

After enlisting these attributes of water beds Mr. Ram Kumar started manufacturing water beds and needed to communicate customers of its use and advantages.

Questions:

- 1 Suggest advertising strategies for this product.
- 2 After a few years, Mr. Ram Kumar made product specially for hospitals and patients and sold them for a low cost 2500, this led to greater sales and usage. What change in the strategies be then made for cheaper products.



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M.B.A. DEGREE EXAMINATION, MAY – 2018

Third Year

B-MARKETING MANAGEMENT (Optional)

Marketing of Services

Time : 3 Hours

Maximum Marks :70

SECTION - A

Answer any three questions.

(3 x 5 = 15)

- Q1)** a) Conceptual framework of marketing of services.
b) Branding of financial services.
c) Hospitality marketing.
d) Marketing of cardiac care.
e) Professional education.
f) Logistics.

SECTION - B

Answer any three questions.

(3 x 15 = 45)

- Q2)** Explain various elements of designing service strategy.
Q3) Explain about marketing of consumer banking.
Q4) Traceout marketing opportunities for tourism in India.
Q5) Discuss about marketing of health services at Apollo hospitals.
Q6) Discuss implication for advertising agencies.
Q7) Explain the role of logistics in marketing.

SECTION - C
(Compulsory)

(10)

Q8) Case Study:

Fast Express Courier Ltd. (FECL) is an innovative overnight delivery company that helped change the way companies do business. It was the first company to offer an overnight delivery system, but the company markets more than just a delivery service. What FECL really sells is on-time reliability. The company markets risk reduction and provide the confidence that people shipping packages will be “absolutely, positively, certain their packages will be there by 10.30 in the morning”.

In fact, FECL sells even more than reliable delivery. It designs tracking and inventory management systems for many large companies. In other words, the customers buy more than just delivery service they buy a solution to their distribution problems. For example, a warehouse designed and operated by FECL is part of the distribution centre for a very large computer firm. In other organizations, customers can place an order for inventory as late as midnight, and the marketer, because of FECL’s help, can guarantee delivery by the next morning. FECL has positioned itself as a company with a service that solves its customer’s problems.

Questions:

- 3 What is FECL’s product? What are the tangible and intangible elements of this service product?
- 4 What are the elements of service quality for a delivery service like FECL?
- 5 In what way does technology influence FECL’s service quality?



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M.B.A. DEGREE EXAMINATION, MAY – 2018

Third Year

B-MARKETING MANAGEMENT (Optional)

Rural Marketing

Time : 3 Hours

Maximum Marks :70

SECTION - A

Answer any three questions.

(3 × 5 = 15)

- Q1)** a) Rural marketing.
b) Rural marketing research.
c) Product modification decision.
d) Manage design.
e) Physical distribution process.
f) Buyer behavior.

SECTION - B

Answer any three questions.

(3 × 15 = 45)

- Q2)** Discuss the significance of understanding rural environment.
- Q3)** Explain factors effecting rural buyer behavior.
- Q4)** Discuss steps involved in product development for rural markets.
- Q5)** Explain the role of traditional media in promoting rural products.
- Q6)** Explain dynamics of distribution process.
- Q7)** Explain various participants in the rural distribution process.

SECTION - C
(Compulsory)

(10)

Q8) Case Study:

A.R. Rao was angry and fed up. He had just delivered a large consignment of packed broilers to the local buyer and understood that the prices he received did not even cover the costs of production. His business friend Kumar who was discussing with Rao sympathised and said “I was in the main market an hour ago and prices of broilers are up”. “There is something wrong here”, both Rao and Kumar agreed.

The next day Rao and Kumar met a number of other unhappy and grumbling broiler producers to discuss the problem. In the meeting, one of the members said: “It is the middlemen who create problems and get large business.

They buy low, sell high and pocket our profit”. “What can we do about it?” said Kumar. One member suggested “we need to eliminate the greedy middlemen from the rural market. We must operate our own marketing facilities and sell direct to customers or end users. “This is the only way we can get 100% of consumer’s money”.

Rao interfered and cautioned – “It would cost a lot of money. Are we capable of entering into wholesaling and retailing?”

Kumar replied, “That is not my cup of tea. I am a chick and broiler producer. I am not a market man”.

An elderly villager in the meeting said: “It sounds risky and complicated. Marketing has so many if and buts and the area are vast”.

Questions:

- 6 What advice will you give to Rao, Kumar and their friends in broiler marketing or on their plan of entering into wholesale and retail business?
- 7 What are the pros and cons of the proposal to eliminate middlemen from rural marketing? Discuss with reference to poultry, eggs, broilers and the meat business.
- 8 Examine the factors influencing channel design decisions.
- 9 How do you select channel members?

