

[Sept-11]

[MPIBA-0704]
IMBA DEGREE EXAMINATION
VII TRIMESTER
MARKETING MANAGEMENT
(Effective from the admitted batch 2008–09)

Time: 3 Hours

Max.Marks: 60

Instructions: All parts of the unit must be answered in one place only.
Figures in the right hand margin indicate marks allotted.

SECTION-A

1. Answer any **FIVE** of the following:
Each answer should not exceed one page. (5x2=10)
- a) Green Marketing
 - b) Market Segmentation
 - c) Customized Product
 - d) Event Marketing
 - e) Promotion mix
 - f) Penetration Pricing strategy
 - g) Physical distribution
 - h) Direct Marketing

SECTION-B

Answer the following:

UNIT-I

2. a) Explain the significance of Marketing in the light of LPG
Concept 8

OR

- b) Explain the company orientation towards marketing concept 8

UNIT-II

3. a) Explain the various environmental factors which influence the
marketing activities 8

OR

- b) Write about the steps involved in consumer decision making process 8

UNIT-III

4. a) Explain the stages involved in new product development 8

OR

- b) Explain the elements of Marketing Mix 8

UNIT-IV

5. a) Explain the factors that influence the selection of channels of distribution 8

OR

- b) Elucidate the factors that influence pricing decisions of a firm 8

UNIT-V

6. a) Explain the role of advertising in promotion mix 8

OR

- b) Describe the techniques of Sales Promotion 8

SECTION-C

7. Case Study (Compulsory): 10

Business Today, September 15, 2002 issue reported that Gloom was the prevailing theme at the press conference called by the Cellular Operators Association of India on August 19, 2002. All the suits of the stage with the exception of MTNL's J.M. Mishra-reeled of numbers and factoids painting an extremely dismal picture of the sector. It was left to Bharati Enterprises CEO, Sunil Mittal, to remind his brethren that the purposed of the meet was to celebrate the 8 million subscriber milestone.

Mittal's Bharati Televentures is a listed company a rarity among Indian Telcos- and that may be explained his reluctance to admit that the sector is in the throes of a crisis. A little prodding, and he confesses that "on an accumulated basis, no cellular service(s) company has positive cash flow".

The numbers paint a bleak picture: Telcos invested a close to \$6 Billion (Rs.29,400 crores) in 51 cellular networks to which none has yet some have been around 7 years now – become self financing. The sectors accumulated losses have increased from Rs.6929 crores in 2000-01 to Rs.7719 crores in 2001-02 and the losses are expected to increase by an additional Rs.1000 crores this year. Two big players Idea and Bharti have tooted up losses of Rs.212 crores and Rs.140 crores. Hutchison Telecom Chief Asim Ghosh says, "The entire industry is profit-negative and cash flow-negative today".

Questions:

- a) What are the reasons for mounting losses in cellular sector in India?
b) If you were the marketing manager of Bharati Enterprises, what are the strategies you propose to make the organization come out of continuous losses?

[41/VII T/311]