

Total number of printed pages – 4

B. Tech
HSSM 4404

Seventh Semester Examination – 2008

MARKETING MANAGEMENT

Full Marks – 70

Time – 3 Hours

*Answer Question No. 1 which is compulsory
and any **five** from the rest.*

*The figures in the right-hand margin
indicate marks.*

1. Answer briefly the following : 2 × 10
- (a) The assortment of sizes, colors and variations offered for each product in the product line is called _____.
- (b) Porter's Five Forces Model includes the threat of new entrants, the bargaining

P.T.O.

power of the buyers, the bargaining power of the suppliers, the rivalry among existing players and the threat of the substitute products. Write down the factors that influence the threat of new entrants.

- (c) GE model is a popular model for identifying profitability and potential of a firm. Identify the alternative that best represents the characteristics of the model.
- (d) What do you understand by Brand Competition ?
- (e) There are five competing concepts under which organizations conduct marketing activities. What are they ?
- (f) What are the criteria of evaluating channel alternatives ?
- (g) What are the functions of wholesalers ?
- (h) Write down any five positioning strategies.

- (i) What are the benefits to the marketers through on-line marketing ?
- (j) Write down the major steps of customer value analysis.

- 2. Prepare a marketing plan for Pepsodent. 10
- 3. How could a marketing manager of Revlon Cosmetics use Maslow's need hierarchy to develop marketing strategy ? 10
- 4. Bajaj Motors has entered into a global JV agreement with Nissan Motors for production of small cars for global market. What kind of channel strategy will you select for the above venture for selling cars in India ? Give proper justification for the action plan resorted to. 10
- 5. Identify the reason for doing marketing research and describe the five-step marketing research approach leading to marketing action. 10

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6. Describe how to establish the initial "approximate price level" using demand oriented, cost-oriented, profit-oriented and competition oriented approaches. 10
7. Explain the product life cycle concept. Identify the ways that marketing executives manage a product's life cycle. 10
8. Identify the five steps involved in segmenting and targeting markets. Recognize the different factors used to segment consumer and organizational markets. 10

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