

**Total number of printed pages – 4** B. Tech  
**HSSM 4404/PH.8.5**

## **Eighth 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 followings : 2 × 10
- (a) Competitive advantage is the unique advantage that a firm possesses over a competitor in the industry. What according to Michael Porter are the two types of competitive advantages that a business firm can possess ?

- (b) In a BCG Matrix, what is the term given to a company having high market share in a low growth market ?
- (c) What do you understand by Brand Equity ?
- (d) Many FMCG products carry symbols or patterns on packages to enhance brand recognition. This strategy is used for creating which type of differentiation ?
- (e) In 1977, Coca-cola and IBM were thrown out of India. This situation can be discussed under which marketing environment ?
- (f) Buyers are divided into different groups basing on life styles. This comes under which type of segmentaion ?
- (g) Identify the new product development stage that involves preparing an estimate of sales, cost and profits.
- (h) What do you understand by Co-Branding ?
- (i) “Factory Outlet” is an example of which type of retail store ?

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- (j) A toothpaste marketer has segmented his markets (customers) as freshness seekers, dental health seekers etc. Which type of segmentation is the company following ?
2. Consumers exhibit different buying behaviour while buying a match-box and a DVD player. What are the different buying behaviours that consumers exhibit while buying in different products /services ? 10
3. Describe the key demographic trends that are emerging in India. How can these trends influence the marketers ? 10
4. Describe the stages that a product passes through according to the product life cycle. Design an appropriate marketing mix the company can adopt to promote its product at each of these stages. 10
5. J. K Cosmetics is a leading cosmetic product company in India. It is launching a new fairness cream branded as GLOWSKIN. What consumer sales promotional tools will be useful for the company ? 10
6. Wholesalers play a major role in the distribution network of a company. They perform functions like order picking, warehousing, financing and distribution. What are the types of wholesalers that a company can employ to distribute their products ? 10
7. M/s Emami manufactures and markets various ranges of cosmetic products. It plans to launch a new fairness cream for the mass market. The company has to determine the price at which the product has to be sold. What are the various steps involved in determining the price ? 10
8. One major reason for undertaking marketing research is to discover market opportunities but most companies still fail to use it correctly. Highlight the underlying reasons for this. 10