



KUMARAGURU
college of technology
character is life

Register Number:.....

MBA DEGREE EXAMINATIONS: JAN 2015

(Regulation 2012)

Second Semester

MASTER OF BUSINESS ADMINISTRATION

MBA623: Marketing Management

Time: Three Hours

Maximum Marks: 100

Case Study:-

PART A (1 x 20 = 20 Marks)

1. **A COMPUTER RETAIL OUTLET**

Four students who have passed their MBA exams from the University of Delhi are interested to set up their own enterprise. Some time back, they appeared at the campus interviews. All of them were able to get good offers from both Indian and foreign companies. For a few days, they were rather confused whether to accept the offers of lucrative jobs or to set up their own company. Eventually, they decided in favor of the latter. While several options were available to them, they all agreed upon starting a computer retail unit. This choice was mainly based on their knowledge of electronics which they acquired in the university before taking up an MBA course of study.

As the boys came from the NCR (National Capital Region is a metropolitan area which encompasses the entire Delhi as well as urban areas surrounding it in neighbouring states of Punjab, Haryana, Uttarakhand, Uttar Pradesh, and Rajasthan), they decided to set up a computer retail outlet in Gurgaon (Haryana) which has close proximity to national capital Delhi. But they wanted to enter the line very cautiously.

They would like to undertake research concerning all aspects of the retail computer market, as they feel that they themselves would not be able to look into all this objectively, not to mention that this is just the beginning. They have now approached you to provide them with the requisite information.

Questions:

- a) What decisions need to be taken before setting up the proposed computer retail outlet?
- b) Identify the type of information required in respect of each of these decisions.
- c) In order to have the requisite information, what marketing research would you use?

Answer all the Questions:-

PART B (10 x 2 = 20 Marks)

- 2. Differentiate between marketplace, marketspace and metamarkets.
- 3. What are needs, wants and demand? Explain with an example.
- 4. Differentiate between goods and services.
- 5. What are the various elements of the marketing mix?
- 6. Define competitive Point of Parity.
- 7. Differentiate between product and brand. Give an example of a generic brand.
- 8. What are the various stages of the Product Life Cycle? What are the Market evolution stages?
- 9. Define marketing metrics. Give an example.
- 10. Differentiate between Advertising and Sales Promotion.
- 11. Define viral marketing.

PART C (4 x 15 = 60 Marks)

- 12. a) Write in detail on the evolution of company's orientation and marketing philosophy towards the marketplace.

(OR)

- b) Take any product of your choice and explain how the various macro environment forces will affect demand for your product.

- 13. a) Explain in detail what are the factors that can affect your decision making process while buying a smartphone vs buying a pen for everyday writing.

(OR)

- b) Take a product of your choice that is at the maturity stage of the PLC. Discuss the marketing strategies followed at the different stages of the product life cycle for this product.

14. a) Work out a pricing strategy for a product of your choice with the following considerations.
1. Stage of the Business Life cycle
 2. Likely pricing strategy and Justify
 3. Set of influencing factors for such a pricing strategy
 4. Cost Structures [overheads, variable costs etc.,]
 5. Type of Market structure in which the business is operated
 6. Assumed brand value of the product
 7. Special offers
 8. Season of peak and slack business

(OR)

- b) What are the various tools and techniques of sales promotion? Illustrate with examples.

15. a) What are the factors that companies use to decide on the number of intermediaries? What criteria are used to evaluate major channel alternatives?

(OR)

- b) Give in detail the step-by-step process of designing an effective communication program for an NGO that runs an orphanage and whose major donors are from the IT industry and are between the age group of 25 to 35 yrs.
