49111 **M-6415**

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II Semester M.B.A. Examination, June/July 2019
(Scheme : New CBCS)
BUSINESS ADMINISTRATION
Marketing Management

Time : 3 Hours **Max. Marks : 70**

Instruction : Answer all sections.

SECTION - A

Answer all Questions. Each questions carries five mark: **[5×5=25]**

Q1) "Marketing is an act of manupulating demand for a product". - Elucidate.

Q2) List out the essentials of a good Brand.

Q3) Define Organised Retailing and high light the trends.

Q4) What are the reasons for the failure of a new product?

Q5) Define Target Marketing and indicate the teachniques of Targeting Markets.

SECTION - B

Answer any three questions. Each question carries ten marks. **[3×10=30]**

Q6) Describe the elements of Marketing environment and their influence on a companies performance.

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Q7) Discuss the various steps in Buying decision making process.

Q8) Discuss the various techniques of positioning a new product.

Q9) Define Market segmentation and explain the basin for seg
following,

a) Automobile car

b) Mobile phone

c) Hospitals and Healthcare Services.

Q10) Explain the impact digitisation has on Logistics Manageme

SECTION - C

(Compulsory)

Q11) Read the following case and answer the Questions given (Compu

Sun Oil Company

Sun Oil Company, during 1970's, was mostly a refiner and petroleum products. It was content with buying oil do from Iran and Venezuela and distributing the products th network of retailers. Its own exploration and production o to less than one third of the refining capacity. Like other oi on a diversification fling (rush) into other businesses o estate, industrial distribution, trucking interests were acq oil-services subsidiary, Sperry-sun. It had a 66-year Company and in 1978, it acquired a 34 per cent stake for Becton, Dickinson & Co., a medical supplies concern. Inve charged that Sun Oil lacked continuity in strategic plann

Long-Range Strategy

Several external events prodded (aroused) Sun's management into taking a hard look at the far-flung corporate interests. In 1979, oil prices rocked again while Sun's U.S. production of oil declined at an alarming rate. The overall drop-off exceeded the industry average. The same year, Sun lost its Iranian supply due to the U.S. Hostage crisis. Its Venezuelan supply had been lost due to nationalisation four years ago.

Furthermore, the company went too far a field into businesses from health care field to acquaculture. Becton Dickinson acquisition created some violation of security laws in addition to being an unrelated field. Its brief venture into aquaculture, breeding shrimp-like prawns native to Malaysia, demonstrated obstacles to company's diversification strategy; finding businesses large enough to amount of something for an integrated oil companay.

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The lesson learned was there is no better business to be in than oil and no other large enough to put the cash flow to generate sound future growth. Sun Oil Company began to put strategic planning at work. It divested Becton, Dickinson & Co. shares through an issue of exchangeable debentures. it sold Sperry-sun Inc. oil services subsidiary, and the Sun Ship company. It also reduced its holdings in a Canadian Oil Company, Suncor, from 75 per cent to less than 50 per cent to take advantage of the tax incentives available to Canadian controlled oil companies.

Sun Oil Company needed oil reserves to increase its exploration and production capabilities. In 1980, it acquired Texas Pacific Company from Seagram Company. This acquisition gave Sun Oil four million acres of potential oil producing properties. To concentrate more on exploration it sold off two of its refineries. The sale of refineries and divestiture of

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other unrelated ventures generated cash to offset partially the acquisition of Texas Pacific. The strategy was to become a top energy producer with all the inherent risks in development and exploration of oil wells.

Questions:

1) Do you agree with Sun Oil Company's strategy of capturing energy reserves rather than other diversifield corporate acquisitions?

2) The risks in oil exploration are high. It requires enormous outlays for exploration and production. Are the risks worth in the curent corporate strategy?

3) With a worldwide demand for energy, what Opportunities do you see for integrated energy companies?

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