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M-10090

Sl. No.

Total No. of Pages : 3

I Semester M.Com. Examination, December - 2019

(Scheme : CBCS)

COMMERCE

HC : Marketing Management (2019 - 20 Batch)

Time : 3 Hours

Max. Marks : 70

PART - A

Answer any Five questions. Each question carries 5 marks.

[5 × 5 = 25]

1. **Explain** the scope and importance of marketing management.
2. **What** are the characteristic features of different stages in product life cycle?
3. **What** are the bases for market segmentation?
4. **Explain** the different levels of channel of distribution.
5. **Explain** the buying decision process of consumers.
6. **What** is customer driven organization? What are the benefits of being customer driven?
7. **Which** are the ethical issues in marketing?
8. **Distinguish** between Retailing and wholesaling.

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PART - B

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

9. Give the meaning of service. Explain the different elements of service marketing mix.
10. What do you mean promotion? Explain the various tools of promotion.
11. Explain the various models of buying behavior of consumers.
12. What is marketing research? Explain the process involved in the marketing research.
13. Define pricing. What are the methods adopted in pricing strategies?

PART - C

14. Case Study (Compulsory) : **[1 × 15 = 15]**

Read the following case and answer the given below questions.

Indian Refrigerator Market India's Refrigerator market estimated at Rs. 2750 Cr. is catered mainly by 10 brands. The annual capacity is estimated at around 4.15 million units is running head of demand of 1.5 millions.

As there is a demand and a surplus supply, all the manufacturers are trying out for new strategies in the market.

Times have changed and also the buying behaviour of the customer. Earlier it was cash and carry system. Now dealers play an important role in selling; now the systems is exchange for old "bring you old refrigerator and take a new one with many gifts".

A new company by name Electrolux has entered the market which has acquired Allwyn. Kelvinator and Voltas brand.

Researchers have revealed that urban and city sales are declining and hence all manufacturers are trying to concentrate on rural markets.

Electrolux strategy is customisation of market. With special attention to the Northern and Southern India markets, while Godrej the main player thinks that dealer network in rural market for sales and service will be beneficial and is trying to give more emphasis on dealer network, whereas Whirlpool has adopted the strategy of increasing the dealer network by 30%.

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The market shares of the major players are as follows :

- Godrej 30%
- Videocon 13%
- Kelvinator 12%
- Allwyn 10%
- Voltas 5%
- Whirlpool 27%
- Daewoo 1%
- L.G 1%
- Others 1%

Questions :

- a) Could the refrigerator market be segmented on geographical base planned by Electrolux?
- b) What would be the marketing mix for rural market?
- c) Would 125 L and 150 L models be an ideal choice to launch in rural market?

