

Paper-M.C.-105 : Marketing Management

(Same for USQL Candidates)

Time Allowed : 3 Hrs.

Maximum Marks : 80

Note : Attempt five questions in all, selecting at least one question from each unit. All questions carry equal marks.

UNIT-I

1. Assume that you have been given the task of assisting a company in designing its marketing planning process. What components should be in such a process ?
2. What is Holistic Marketing ? How does it differ from earlier marketing concepts ?

UNIT-II

3. How does the marketing environment determine the position of the market demand function ?
4. "A person will tend to buy the brand in the product class whose image is most congruent with his or her self image." Is a person's self-image a highly reliable predictor of his or her brand choice ?

UNIT-III

5. Define a brand mantra and provide an example of a brand mantra.
6. The vast array of products that consumers buy can be classified on the basis of shopping habits and are broken down into four main areas. List these four main classifications of consumer goods and explain what elements are included within.
7. Bryson's is a mid-sized hotel chain that is entering a competitive market. The chain needs to differentiate its service from that of competitors, positioning itself as a hotel chain with excellent service at an affordable price. How can it achieve this ?

UNIT-IV

8. When Sony introduced the world's first high-definition television to the Japanese market in 1990, it was priced at \$43,000. This helped Sony to scoop the maximum amount of revenue from the various segments of the market. The price dropped steadily through the years-a 28-inch Sony HD TV cost just over \$6,000 in 1993, but a 40-inch Sony HDTV

cost only \$600 in 2010. What pricing strategy did Sony use here ?
What are other options available to Sony ?

9. eBay Inc. is an online auction and shopping company. Procter & Gamble is an American Multinational corporation sell their products online. How are these companies different from a marketing channel perspective ?
10. What are the legal and social issues associated with advertising ?