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MMPC–006

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2023

MMPC–006 : MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : Answer any **three** questions from Section A.

Section B is compulsory. All questions carries equal marks.

Section—A

1. (a) Define relationship marketing and provide reasons for its growing popularity in the current business environment.

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- (b) Distinguish consumer segmentation and industrial segmentation. Discuss the bases for segmenting industrial markets with a suitable example.
2. (a) Explain the various steps in the consumer decision making process. Do all consumer decisions involve these steps ? Discuss with an example.
- (b) Differentiate between marketing communication and integrated marketing communication. How do they differ in terms of their approach in promotional decision ? Explain with an example.
3. (a) Explain the concept of channel system. What are the reasons for channel conflict, and how can they be resolved ? Explain with an example.

- (b) Discuss the terms push marketing approach and pull marketing approach in the content of digital marketing. Enumerate the advantages and limitations, if any.
4. Answer any *three* from the following :
- (a) Selling Concept
 - (b) Psychographic Segmentation
 - (c) Functions of Packaging
 - (d) Role of IMC in Demand Creation
 - (e) Challenges in Rural Marketing

Section—B

5. Pigeon, a fast growing home appliances brand has now diversified into a wide range of electrical part/items such as modular switches to extension cords and the allied items. The company's new product line caters to both the domestic as well as for industrial applications.

The company has now embarked on a new marketing communication strategy. It has chosen to advertise on a leading English business channel and also a couple of regional channels targeting the southern part of the country in view of the growth prospects both in real estate and infrastructure sectors. In addition, it has also chosen to advertise in a business magazines to enhance and intensify of its coverage for optimum reach and exposure to the target market.

The core message is designed to announce or convey the new product line to all to whom it is intended and to communicate that this new line is from the house of Pigeon, which is recognized as a hallmark for its quality and price.

- (i) Critically evaluate the marketing communication strategy of Pigeon. Do you think that the said strategy will help the brand for the purpose it has been designed ? Explain.
- (ii) Besides advertising, what other elements of promotion mix are appropriate for the new product line and why ?
- (iii) What channels of distribution would you propose ? Give reasons for your choice.