

**B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM)**

00213 Term-End Examination

June, 2015

BFW-005 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 70

Note : The question paper is divided into three Sections.

All Sections are compulsory.

SECTION A

1. Fill the correct option from the given below choices.

5×2=10

- (a) Plans are made for _____ activities.
- (i) present
 - (ii) past
 - (iii) future
- (b) Inspiring and guiding people to work efficiently is known as _____ .
- (i) Motivation
 - (ii) Decision-making
 - (iii) Evaluation

- (c) The _____ management decides about the objectives for the organisation as a whole.
- (i) Top level
 - (ii) Middle level
 - (iii) Lower level
- (d) From lower level to upper level, communication flows from _____ to _____ .
- (i) Upward to Downward
 - (ii) Downward to Upward
 - (iii) Level to Level
- (e) _____ is the process of transmitting message from one person to another.
- (i) Communication
 - (ii) Help
 - (iii) Guessing

2. State whether the following statements are *True* or *False*. 5×2=10

- (a) Management is only a science and not an art.
- (b) Planning function is performed after all the functions are performed.
- (c) The staffing function of management includes selection, placement and training of people who are employed.
- (d) The structure of an organisation mainly consists of departments, sections and positions in which an organisation has been divided.
- (e) There are two parties, sender and receiver.

SECTION B

3. Differentiate between any *four* of the following : $4 \times 4 = 16$
- (a) Management and Leadership
 - (b) Formal and Informal Organisation
 - (c) Training and Development
 - (d) Line Organisation and Functional Organisation
 - (e) Oral and Written Communication
4. Write short notes on any *three* of the following : $3 \times 3 = 9$
- (a) Upward, Downward and Horizontal Communication
 - (b) Types of Plans — Standing and Single-use
 - (c) Formal and Informal Communication
 - (d) Qualities of a Leader
5. Explain in detail any *two* of the following : $2 \times 5 = 10$
- (a) What is management ? Briefly explain all the functions of management.
 - (b) Explain any two scientific management principles of F.W. Taylor.
 - (c) Maslow's Need Hierarchy Theory
 - (d) Different levels of management, with diagram

SECTION C

6. Read the case study carefully and answer the questions given below : 3×5=15

In the mid 1990's, a spate of global fast food chains entered India hoping to capture a part of the Indian fast foods segment. But they found it difficult to establish themselves. Gaining acceptance locally and blending in with the Indian culture proved difficult.

In 1997, McDonald's faced several problems. Most Indians thought McDonald's was expensive, and many didn't like the fact that it served only non-vegetarian meals. The 'bland' taste of its preparations didn't suit the Indian palate. In 1998, the company faced intense competition from domestic food chains. Globally, McDonald's success had been built on its commitment to the QSCV (Quality, Service, Cleanliness and Value) principle. Moreover, Indian customers viewed the product sold by McDonald's not as burgers per se but as fast service in a clean setting. This notion of value was something that could not remain unique. Other fast food chains began to adopt the same 'fast and clean service' formula, and soon it was no longer a distinguishing feature of McDonald's.

To gain acceptance locally, McDonald's had to modify its menu — substitute mutton for beef in the burgers (something it had never done in any other market), choose names like McAloo and

Maharaja Mac, and introduce variations and dishes that were not available at McDonald's outlets anywhere in the world.

From the meticulous sourcing of raw materials and the elimination of beef and pork from its 'desi' menus to even segregating the vegetarian to non-vegetarian workers, McDonald's seemed to be extremely orthodox in its approach. India was the first country to use the complete vegetable burger, creating the eggless mayonnaise vegetable burger, so was the case with 'mutton' burgers.

To emphasise vegetarianism, McDonald's opened the Delhi outlet on the first day of the Navratras. The cooking area for vegetarian products was segregated from the space where meats were handled and separate equipment and utensils were used for the two types of products, to avoid any possibility of contamination. The use of tamarind (imli) was another attempt to give its product an Indian touch.

- (a) How did McDonald's plan to launch themselves in India ?
- (b) What strategies did McDonald's use to successfully capture the Indian market ?
- (c) As a manager of McDonald's, how can you improve the present sales ?