

MASTER OF COMMERCE

Term-End Examination

June, 2011

MCO-06 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

1. You are the Head of Marketing Research Unit in ABC company, which is a consumer goods company. It is introducing a new tooth paste and you are asked to conduct marketing research for the same. Explain briefly various steps you will follow in the conduct of marketing research in this situation. 20

2. (a) "Selling and marketing mean the same in the context of marketing." Comment.
(b) Explain the inter-relationship between market segmentation, targeting and positioning. 10+10

3. Explain the relationship between market segmentation and mass customization. Critically evaluate any three important bases of segmenting the consumer markets. 5+15

4. Differentiate between product and service. Explain the challenges involved in marketing of services. 5+15
5. (a) Explain the promotional packaging techniques normally practised by marketers.
(b) Identify the geographic pricing methods under which price varies according to the geographic location of the customer. Explain them briefly. 10+10
6. What are the factors you have to keep in mind while determining the price of a product ? 20
7. "No single medium of advertising is ideal in all respects." Discuss with examples. 20
8. (a) Differentiate between Marketing Mix and Promotion Mix. State the product specific factors that affect the Promotion Mix.
(b) Explain the recent trends in retailing in India. 10+10
9. You are the marketing manager of XYZ company which is producing and marketing two wheeler vehicles (motor cycles). Now the company is planning to diversify into consumer goods, to start with Bread. Company asked your views whether the existing channels of distribution for motor cycles can be used for the distribution of bread or not. Give your views with necessary explanation. 20