

MAY 2015

**P/ID 77510/PMBK/
PMB1K/PMBSM**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Distinguish between various philosophies of marketing with illustrations.
2. Discuss some of the major issues involved in marketing research.
3. Explain a sales forecasting technique of your choice with illustration.
4. What are the major ways do industrial and consumer markets differ? Give examples.
5. Describe the elements of micro and macro environment of a service marketing company?
6. Distinguish between 'branding' and 'positioning' with examples.
7. Explain the benefits of online marketing. Give examples.
8. Describe 'AIDA' with illustrations.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the application of 'holistic marketing concept' and its dimensions for successful product marketing with appropriate illustrations.
10. (a) What are the distinctive features of service marketing?
(b) Explain the role of additional marketing mix elements appropriate for services marketing with examples.
11. Explain with illustrations the steps involved in new product development process considering a product from the highly competitive tooth paste segment.
12. Develop a research plan for determining the brand awareness of edible oil products similar to that of 'Gold Winner' popular refined sunflower oil.
13. 'Concepts of marketing have changed dramatically over the years' – Critically examine the impact of internet and its usage in marketing of products and services in the present world order. Give necessary examples.
14. Compare and contrast various models of marketing focusing on consumer behavior. Give adequate examples.

2 **P/ID 77510/PMBK/
PMB1K/PMBSM**

15. Explain various pricing strategies and approaches adopted for marketing small cars by companies in India. Support your answer with adequate examples.
16. What are the several ways adopted to determine advertisement outlays? Explain them with proper illustrations.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Case Study : Marketing and Distribution of Mushroom

Sachin and Virag are two enterprising youngsters. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virag fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by a Star Hotel in Bangalore. Further, the hotel placed orders for supply of 20 kgs every day.

3 **P/ID 77510/PMBK/
PMB1K/PMBSM**

Now mushroom industry is run by small entrepreneurs, like Sachin and Virag. Another big player equipped with cold storage facility was more interested in the export market. Sachin and Virag have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food.

Questions : (Each question carries 10 marks)

- (a) Advise Sachin and Virag, as how to increase the consumer awareness about this new food?
 - (b) What would be your suggestions for distribution channel for mushrooms?
-