

(6 pages)

MAY 2016

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Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Differentiate 'Marketing' from 'Selling' with examples.
2. Give reasons for strategic planning requirement in a detergent manufacturing company. Give examples.
3. Describe the factors that influence the consumer behavior with regard to various brands of refrigerators in the market. Quote examples.
4. Does branding require a proper labeling of a product? Explain it with example.
5. Bring out the fundamental principles of protecting consumer rights in India.

6. Why is 'micro' and 'macro' environmental analysis be carried out in product marketing organizations? Bring out relevant examples.
7. Distinguish between different methods 'Market Segmentation'.
8. What are the objectives of 'pricing'? Give examples.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain 'Maslow's' Need Hierarchy' theory's relevance in marketing with adequate illustrations.
10. Why is it necessary for a beverages marketer to study the market environment? Explain it with illustrations.
11. Explain target marketing, market segmentation and positioning with real life examples.

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12. Explain as how do the marketing strategy and marketing mix change across the PLC stages.
13. Explain the 'channel design processes' and suggest ways to resolve channel conflicts. Bring out necessary illustrations.
14. Discuss the interface between strategic and marketing planning in consumer durables manufacturing companies in India. Give examples.
15. Assume products and explain how to choose between 'skimming' and 'penetration pricing'. Illustration.
16. Critically examine the impact of information technology in marketing decisions with adequate examples.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Case Study: The Teleshopping Business in India: Offering 'Miraculous' Products!

"Interested in reducing that 'extra flab' on your body in a matter of hours? Would you like to grow hair on that balding pate of yours in just a few

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days? All you need to do is watch the television (TV) and order the ‘miraculous’ products being advertised through the phone.” Welcome to the world of teleshopping networks, a phenomenon that had become a part of the lives of Indian TV viewers by early 2000. Day in and day out, customers were swamped with images of models showing off their ‘fabulous flat abdomens,’ ‘blemish-free skins,’ selling disease-curing teas, wondrous kitchen and household equipment, on almost every TV channel.

Though teleshopping networks became operational in the mid-1990s in the country, their presence was never felt as strongly as it was during the early 21st century. A majority of these infomercials were dubbed versions of English (or other foreign languages). Many consumers found it extremely amusing to see foreigners mouthing chaste Hindi (and other regional Indian languages) while advertising these products. However, it was the nature of the products being offered by these networks that attracted the maximum attention. Most of the infomercials

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featured products that claimed to provide miraculous results. There were products, which could help one reduce weight and get into shape without exercise or dieting. There were other products that promised to make people give-up smoking and improve body posture. The range of products included creams, potions, Solutions, toys etc.

Analysts questioned the reliability of such personal care products that claimed to beautify and tone up the body in a matter of days. They considered these infomercials which depicted common people using the product and explaining its effectiveness, a farce. They argued that, these people were paid to speak well about products. Analysts also criticized the teleshopping networks for trying to deceive the viewers into buying products with the belief that those people had actually used them. Despite these allegations, teleshopping as a concept was gaining popularity in India and more and more customers were showing readiness to try innovative products.

Questions :

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- (a) Bring out the unethical marketing practices emanating from teleshopping networks operating in India from the given context.
 - (b) Suggest ways to make teleshopping 'a genuine customer oriented model' of business in India.
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