

September 2013

Master of Business Administration (MBA) Examination
II Semester

Fundamentels of Marketing Management

Time : 3 Hours]

[Max. Marks : 80

Note : Attempt any four questions from Section A. All questions carry equal marks. Section B is compulsory and carrying 20 marks.

Section A

1. What is Customer Value? How marketing process is related to customer value? Briefly explain the value chain.
2. What are different bases for market segmentation? How can you segment the market for footwear in India?
3. How can you classify products? Briefly explain various product mix decisions with suitable examples.
4. Distinguish leaders, challengers, followers and nichers with suitable examples. Discuss various strategies used by challengers to attack the leaders.
5. Write short notes on any two of the following :
 - (a) Factors affecting Pricing Decisions.
 - (b) Vertical and Horizontal Marketing Systems.
 - (c) Integrated Marketing Communication Tools.

Section B

6. Analyse the following case and answer the question given at the end of the case :

CUSTOMER COMFORTS LIMITED

'A glorious morning !' muttered Ms. Shakti Rohilla to herself as she arranged her agenda for the day. Ms. Rohilla was the newly appointed marketing manager of Customer Comforts Limited (CCL) - a Rs. 20 crore company in Bombay. First on her engagements for the day, she had a meeting with her Director, (marketing) early in the morning. This meeting was to evaluate the initial thoughts of Ms. Rohilla on how to plan marketing efforts for 'water-bed' - a major product developed recently by CCL.

Customer Comforts Limited (CCL) was set up about a quarter of century ago in New Delhi by Harjinder Singh to create and market a variety of inflatable products. The organisation manufactured rafts, boats life-jackets and collapsible containers for bulk storage purpose. It had acquired both quality image and customer satisfaction. Over the years, the only change that Mr. Singh had allowed in company philosophy, was to innovate and add more vigorously to the consumer products in the inflatable category to meet new customer c' sires.

The water-bed was a major offering in the series by CCL in the middle of 1991 to Indian markets. The product had already been accepted to a large extent abroad and it was hoped that Indian consumers too will accept it.

THE WATER-BEDS

Water-beds are made of PVC with mattresses full of water. This water needs to be changed once in six months. In winter, if customers desired, the water could be heated to a require temperature.

Among the major benefits of water-beds over the conventional beds and mattresses whether made of justs, cotton, or foam, was that a water-bed applied equal pressure on every point in the body. This ensured its users a healthy and comfortable night's sleep. Ms. Rohilla believed that this benefit will be its chief attraction and needed to communicate this.

Further, the PVC used in marketing water-beds was of high quality. They are sturdy enough as the in-house research and limited field experiments proved to withstand children romping on them. One could even stub a cigarette without springing a leak. Ms. Rohilla knew that this would be a major hurdle to cross as it would take some communication to convince customers. However, she felt confident that the benefit would reach customers.

The Marketing Effort

Ms. Rohilla was to design a comprehensive market plan for the water-bed. Before it, however, she consulted her Director (marketing) with her initial thoughts. The Director seemed to agree but asked her to marshall them in writing and discuss the same again that afternoon.

As she began, as if on cue, her study room clock chimed. "Oh, nine-thirty time to get ready for the office" said Ms. Rohilla and spurted out of her study.

Questions for Discussion

1. How do you critically evaluate the opportunity as seen by CCL?
2. How do you prepare a plan for marketing water-beds?

