

Master of Business Administration (MBA) Examination  
II Semester

**Fundamentals of Marketing Management**

**Time : 3 Hours ]**

**[ Max. Marks : 80**

**Note : Attempt any Four questions. All questions carry equal marks.**

**Section A**

1. Define Marketing. Explain the process of scanning marketing environment.
2. Explain the need and importance of evaluating market segment and selecting the market segment.
3. Write short notes on the following :  
(a) Product life-cycle, (b) Product Diffusion, (c) Branding
4. What do you understand by pricing decision? Explain various types of pricing.
5. Explain the following :  
(a) Vertical and horizontal marketing (b) CRM process (c) Promotion Mix.

**Section B**

6. Study the case and answer the questions given below :  
A decade back, brands owned by multinationals had ruled the roosts, and smaller brands had been content with a niche market. However, from the late-1990 onwards, smaller brands had started to threaten bigger players in many product categories. Ujala was one of these smaller brands which had successfully overtaken the erstwhile market leader Robin blue and caught the attention of marketing experts, media and the public.  
By the end of 2002, Ujala a fabric whitener from company named Jyoti laboratories based in Mumbai had emerged as the market leader in Indian fabric care industry. It gained the market share by eating into the erstwhile leader Robin blue.  
By the beginning of 2002 Ujala emerged as one of few brands in FMCG sector. A survey conducted by ORG-MARG showed that the sales turnover of consumer goods industry had fallen by 2.5% in Feb. 2002 in comparison to the same period in the previous year.

**Questions :**

- (i) What was the biggest strength of Ujala? Justify your comment.
- (ii) According to the case analyse the nature of FMCG sector. Explain with the help of related example.