

November 2011

**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 in Section A. Section B is carrying 20 marks.

Section A

1. What are the elements of Marketing Mix ? Explain with an example.
2. What do you mean by Positioning ? Develop a positioning strategy for a new product of an Established Brand.
3. Explain Product Life Cycle Strategies with suitable examples. Also state briefly product diffusion process.
4. Write notes on any two of the following :
 - (a) Transfer Pricing.
 - (b) Screen Marking.
 - (c) Marketing Strategies for Nichers.
5. Describe each element of Promotional Mix in brief with suitable examples.
6. Describe briefly about the concept of Event Marketing. How will you plan for "Sports Meet" to be organised at your institute ?

Section B

7. Study the case and answer the questions below :

Amway is the largest direct selling company in India. It has presence in 23 cities and 2.5 lac houses. It is expanding. It is a subsidiary of \$6 billion Amway Corporation. Amway India started operations in 1998. It markets concentrated home care and personal care products. Selling concentrates is their core competency. Liquid organic cleaners costs Rs. 322 a litre. It can be dilute 164 times; the cost works out to Rs. 2 a litre. It has registered a turnover of Rs. 10 crore in July 1999. In September 1991 they reached Rs. 90 crore. The parent company operates in 80 countries. It has more than 1 lakh active distributors. Most of them are women. Direct selling keeps distribution and advertising costs down. It has to incur expenses on training.

Questions:

1. How will you segment the market for this company ?
2. What strategies should the company adopt to improve its performance?