

Register Number :

Name of the Candidate :

6 5 0 3

M.B.A. DEGREE EXAMINATION, 2012

(E-BUSINESS)

(FIRST YEAR)

(PAPER - II)

120. MARKETING MANAGEMENT

December]

[Time : 3 Hours

Maximum : 75 Marks

SECTION – A (5 × 3 = 15)

Answer any FIVE questions.

ALL questions carry EQUAL marks.

1. Define market.
2. Give any two important functions of marketing.
3. Define market segmentation.
4. What you understand by packaging?

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5. What is meant by "Trade mark"?
6. What are the sales promotion strategy?
7. What is meant by wholesaler?
8. Define market mix.

SECTION – B (3 × 15 = 45)

Answer any THREE questions.

ALL questions carry EQUAL marks.

9. What are the differences between traditional and modern concept of marketing?
10. Briefly explain the various techniques of sales forecasting.
11. What is market segmentation? Discuss the Importance of market segmentation in developing a marketing strategy?
12. Explain the various types of sales promotion?
13. Define a channel of distribution. Discuss the factors governing the choice of a particular channel?

The price of Dowtherm 209 is \$7.98 per gallon, which is more than twice the price of regular anti-freeze. The higher price is a result of higher costs in producing the product and an investment for making a better type of anti-freeze.

Questions :

- (a) Explain what has happened so far.
- (b) What would you do if you were responsible for this product?

Dowtherm 209 has been proven in the laboratory to prevent seizing of rod and main bearings, pistons, rings, and piston pins which are common with glycol leakage. The new product will not remain in the engine oil and will cut down on the sludge residue. At first, Dow thought it had two attractive markets for the product:

- (a) The manufacturers of heavy-duty equipment,
- and (b) The users of heavy-duty equipment,

Dow salesmen have made numerous calls and so far neither type of customer has been found to be very interested. The manufactures are reluctant to show interest in the product until it has been proven in actual use. The buyers for construction companies and other firms using heavy-duty equipment have also beneficiaries hesitant. Some felt the price was far too high for the advantage offered. Others didn't understand what was wrong with the present anti-freeze and dismissed the idea of paying extra for 'just another' anti-freeze.

SECTION – C (1 × 15 = 15)

(*Compulsory*)

14. *Case study.*

Dow Chemical Company is one of the large chemical companies in the United States, making a diversified line of organic and inorganic chemicals, plastics, by-products, and metals. Research has played a vital role in the company's growth. Recently, Dow's research laboratories developed a new product in the anti-freeze line-Dowtherm 209. Much research was devoted to the technical phase, involving various experiments concerned with the quality of the components in the new product.

The anti-freeze commonly used now is ethylene glycol. If it leaks into the crankcase oil, it forms a thick pasty sludge that can produce bearing damage, cylinder scoring, or a dozen other costly and time-consuming troubles for both the operator and owner of heavy-duty equipment.

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