

I SEMESTER

EMBA

Supplementary-OddNov/Dec Examination

Feb.2019

PAPER CODE : ~~EMBA103~~ 3 TITLE OF PAPER : Marketing Management

Time: 3:00 Hours

Max. Marks: 60

Note : Attempt any Five questions. All questions carry equal marks. Assume suitable missing data, if any.

1. What are the major components of macro marketing environment? Explain in detail the ways socio-cultural and political and legal environment may affect the eco-system of an industry.
2. Differentiate between above the line and below the line media. Design a suitable Integrated Marketing Communication (IMC) campaign for an exotic flavour of milk (available in flavours such as strawberry, caramel, mocha walnut, chocolate etc.) with price points of INR 30 for a 100 ml pack. The maximum budget available for a one month long campaign is INR 200,000 only. You are free to make suitable assumptions.
3. What do you mean by positioning? What are the important positioning mantra being used by Indian FMCG marketers? How would you position a low cost brand of olive oil imported from Africa?
4. "Pricing is a weapon in the hands of marketer which can kill the competitors" Comment. What are various ways in which a firm can move competition away from price to non price competition?
5. Explain the concept of Product Life Cycle (PLC). What are the major criticisms of PLC concept? What strategy would you suggest for a product which is in the maturity stage of PLC?
6. How does a sound and effective distribution provide a sustainable competitive advantage to a firm? Design a suitable distribution channel strategy for low cost value for money health band wishes to enter in north Indian market. Make suitable assumptions to support your answer.