

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Winter 2018 - 19 Examination

Semester: 4
Subject Code: 06101252
Subject Name: Marketing Management

Date: 06/12/2018
Time: 2:00 pm to 4:30 pm
Total Marks: 60

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

.1 Do as Directed.**A). Multiple choice type questions/Fill in the blanks. (Each of 1 mark) (05)**

1. An attractive idea must be developed into a

a) product idea	c) product concept
b) product image	d) test market
2. Products that are bought without detailed comparisons are best classified as

a) sought products	c) less convenient products
b) unsought products	d) convenient products
3. Two broad strategies for new products are

a) market skimming pricing	c) product line pricing
b) market penetration pricing	d) both a and b
4. Marketing channel that involves no intermediaries to make their products available to final buyers is classified as

a) direct channel	c) indirect channel
b) flexible channel	d) static channel
5. Word "brand" is frequently used as a

a) customers	c) marketing
b) advertising	d) metonym

B). Define the following. (Each of 1 mark) (05)

1. Brand Equity
2. Horizontal marketing
3. Trade Promotion
4. Direct Marketing
5. Penetrating Pricing

C). Direct questions. (Each of 1 mark) (05)

1. Give Examples of Convenience Goods
2. List Down four objectives of pricing
3. Draw zero level, one level and two level of distribution channel
4. Give few examples of Promotion
5. Name few Brands of chocolates

Q.2 Answer the following questions.

- A).** Explain the level of products with any two examples **(07)**
B). Discuss the pricing strategies. **(08)**

Q.3 Answer the following questions.

- A).** Explain the types of sales promotion **(07)**
B). Give the functions of channel members. **(08)**

Q.4 Attempt any two questions. (Each of 7.5 mark) (15)

1. Give the Product life cycle of iPhone 7

2. "Pricing is the main factor which affects the consumer purchase." In what ways Producer can think to keep their prices to increase their sales.

3. A battle took place in the mid-1970s between manufacturers of video cassettes and their associated players. Although Philips was first to market with its Video Cassette Recording system released in 1972, Sony, as with its Walkman concept, was first to really attract the market with its Betamax video format released in 1975. It quickly gained market dominance until challenged by JVC's VHS. These two formats were joined a year later by the Philips V2000; all of these systems being incompatible with each other. The Philips machine despite having several superior features never really gained significant market share - not all of the superior features were offered on the cheaper Philips models, which also suffered from poor video quality and a lack of mechanical reliability. For all these reasons the format never gained substantial market share and was withdrawn in 1985, leaving the Sony and JVC to battle it out for video supremacy.

Sony was confident that its superior performance and high market share would see it defeat the new JVC upstart, but it made the cardinal marketing blunder of not responding to the needs of its potential customers.

Although consumers were impressed with Sony's marketing and the quality of its players, they wanted something quite different. Sony initially restricted the recording time of its player to one hour; suitable for television programmes, but not for the recording of films which formed the basis of a growing video rental market. Movie and video studios turned their backs on Sony and JVC were able to offer by far the largest range of rental titles on its 'Long Play' system. In addition, consumers wanted an affordable video player. JVC had made the decisive strategic move of licensing its technology to a range of electronic manufacturers; competition between which kept the price of VHS recorders well below that of Sony's machines. Despite the perceived quality advantage of the Sony, demand was price sensitive and by 1981, the market share held by Betamax tapes had fallen to below 25%.

In 1988, Sony began to market its own VHS machines and at that point it was evident that the Betamax format was dead. In recent years, both Betamax and VHS have been replaced by DVDs. The last Sony Betamax machine was manufactured in 2002 and the last dedicated JVC VHS unit was produced in 2007

1. Summarize the case in your words.
2. Explain the importance of research and development in the process of new product development.
4. Give the Channel of distribution for the followings
 - Mobile
 - Laptops
 - Cars
 - Salt
 - Shoes
 - Biscuits
 - Readymade Clothes