



**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY
(AUTONOMOUS) :: PUTTUR**

Siddharth Nagar, Narayanavanam Road – 517583

QUESTION BANK (DESCRIPTIVE)

**Subject with Code: MARKETING MANAGEMENT (19MB9010)
Year & Sem: I Year II-Sem**

**Course & Branch: MBA
Regulation: R19**

UNIT-I

1. Briefly discuss the various concepts of marketing.
2. Define Marketing Environment? Explain the significance of marketing environment.
3. Discuss how the macro environment forces affect the opportunities of a firm.
4. Discuss in detail about the marketing process.
5. . a) Explain how societal marketing concept is an improvement over marketing concept.
(b) What are the unique features of the present Indian marketing environment?
6. a) Marketing concept
b) Societal marketing concept
7. Briefly explain the business buying behavior.
8. Discuss consumer behavior-decision process.
9. How should analyzing competitors in marketing?
10. Elucidate various stages of business buying behavior.

UNIT-II

1. Explain the factors that influence buyer's decision.
2. Explain the impact of internet on business buyer's decision.
3. How do buying influences on a public sector firm differ from a private sector firm with in the same industry, for example, petroleum?
4. Explain the roles in consumer decision making process?
5. what motivates a customer to buy a product or service ?
6. "commodities like milk have no competition", commented a CEO. Do you agree?
7. Explain the frame work for completion analysis.

8. Explain the significance of competition in market evolution.
9. Explain the porters five forces analysis of competition
10. Explain the qualities required by marketing manager.

UNIT-III

1. What is market segmentation? What are its bases?
 - b). What are the benefits of market segmentation?
2. Discuss the strategies to be followed in different stages of PLC with suitable examples.
3. Marketing segmentation is very useful for effecting marketing of any product". Elaborate.
4. What are the bases of segmentation? Illustrate your answer with suitable examples.
5. Explain with examples the Psychographic and Behavioural bases of market segmentation
 - (b) What do you understand by market targeting and positioning?
6. Explain different stages of new product development with suitable examples.
7. Justify how PLC is a tool for marketing strategy
8. Briefly explain target market, how should differentiating and positioning?
9. Explain segmentation, targeting and positioning for a new product lip-stick for men.
10. what are the stages in new product

UNIT-IV

1. Explain the different methods of pricing
2. a) What are the objectives of pricing?
 - (b) Explain the price skimming and penetration strategies
3. Explain the concept of integrated marketing communication.
4. Explain the concept of pricing and non-pricing competition.
5. Discuss managing the sales force with suitable examples.
6. Explain the following pricing strategies and their suitability in marketing.
 - (a) Skimming the new pricing strategy.
 - (b) Penetrating pricing strategy.

7. What are the precautions to be taken while taking pricing decisions and also brief out various methods of pricing?
8. Discuss about the promotion mix.
9. What do you mean by sales force management? Discuss the selection process of sales force
10. Explain the difference between sales force and personnel selling

UNIT-V

1. How do you organize, evaluate and control the marketing activities in marketing fast moving consumer goods?
2. Discuss rural marketing and its features.
3. Briefly explain the managing the marketing efforts.
4. Discuss marketing audit and its types.
5. Why social responsibility is important in marketing?
6. Discuss the concept of socially responsible marketing.
7. Definition and Features of Rural Marketing.
8. What are the characteristic's and challenges of rural marketing?
9. Define marketing audit and its process.
10. a) Marketing audit
b) Rural marketing

CASE STUDY 1

Paula is a brand manager at a large consumer goods company. The position is one that Terry aspires to. Paula has spent the last six months working on an important new marketing plan for a floor scrubbing soap. Paula's superior has approved the plan and believes that successful execution of it would likely result in Paula's being promoted to a different, more desirable product line. It bothers Terry that the marketing plan calls for the product to be associated with a series of spokespersons that are physically unattractive. She feels this plan promulgates a stereotype which results in discrimination that hurts people born with lower physical attractiveness. Paula (a very physically attractive young woman) feels strongly that persons of less physical attractiveness are the most credible for this product. In fact, Paula supports this notion with a specific article in a top marketing journal. The article reports empirical evidence showing that it is financially advantageous to use physically unattractive spokespersons when marketing mundane products (such as those for cleaning and cooking) and to use physically attractive spokespersons when marketing glamorous products (such as perfumes and clothing). For a special college project, Terry had reviewed over 1,000 scientific studies pertaining to "the physical attractiveness phenomenon". She found ample documentation showing discrimination that is subtle, pervasive, and powerful. Specifically, attractive people are valued more by society than are those who are unattractive. She found that unattractive people are disadvantaged in employment, education and throughout life. The differences are internalized, resulting in lower self-esteem, inferior social skills and higher blood pressure. Other results include a significant role in the increase of eating disorders (bulimia and anorexia) as well as cosmetic surgery by people who often cannot afford it. Recently, Terry has read that this discrimination is becoming an increasingly important social issue with new developments that include boycotts and lawsuits. Terry, a marketing major in college, has long been disturbed by marketing practices that promulgate the physical attractiveness phenomenon. For example, she has noticed that when comparative advertising is used, a physically attractive person is combined with the "right" product or the right choice and a physically unattractive person with the "wrong" product or choice.

Questions:

- (a) What should Terry do? Should she actively support the marketing plan as it now stands?
 - (b) What alternative would you choose if you were in her position? Why would you make that choice?
- © Which ethical theories (utilitarian, rights and justice) make the most sense to you as they relate to this situation?

CASE STUDY 2

Maggi in India

In January 2018, marking 35 years of the presence of the iconic food brand Maggi in India, its parent company Nestlé India Ltd (NIL) launched a new marketing campaign aimed at clearing all fears about the safety of the product. The campaign contained two promotional videos. The first, a proposed television campaign 'Kuch Achha Pak Raha Hai' (something good is cooking), focused on the changing status of women. The other featured the complete manufacturing process of Maggi noodles wherein consumers got a view of the eight stages of making Maggi, from the farm to packaging in retail form... Nestlé's association with India dated back to 1912, when it began trading as The Nestlé Anglo-Swiss Condensed Milk Company (Export) Limited, importing and selling finished products in the Indian market. After India gained independence in 1947, the economic policies of the Indian Government stressed the need for local production in order to develop the milk economy. As a result, NIL was incorporated in the year 1956. The company set up its first factory in 1961 at Moga, Punjab. NIL manufactured a variety of food products such as infant food, milk products, beverages, prepared dishes & cooking aids, and chocolates & confectionary. Some of the company's popular brands were Nescafé, Maggi, Milky Bar, Kit Kat, Milkmaid, and Nestlé milk... In March 2014, a food inspector at the Uttar Pradesh government's Food Safety and Drug Administration spotted the label on packets of Maggi noodles that claimed "no added MSG (monosodium glutamate)" during one of his routine raids on retail outlets. The sample was picked up and sent to the state laboratory at Gorakhpur for testing. The result that came back a few weeks later was positive – that particular sample of Maggi noodles contained MSG. Samples of Maggi noodles were then sent to the Central Food Laboratory in Kolkata in June 2014...

Since the Maggi ban in 2015, NIL had revamped its marketing strategy to regain customer trust and increase sales. It had been creating a buzz for Maggi on social media stating how consumers had been missing their favorite ‘two-minute’ noodles...

Following its re-entry, Maggi’s market share grew steadily in India. From 55% in June 2016, it rose to 60% by the end of 2016. The company reported a turnover of US\$1.4 billion in 2016, up almost 13% over 2015. However, cost pressures and increased marketing spending led to subdued growth in profits, said experts.

Though Maggi had recovered a lot of ground with a 60% market share as of August 2017, it was still down from the 77% before the ban. The instant noodle market, which had been rocked by a ban on market leader Maggi, had seen the entry of new players and the expansion in the market share of others since then.

Questions

- 1) What are the repositioning strategies in India?
- 2) How to overcome the problems? Give your suggestions.

CASE STUDY 3

In December 2016, the US-headquartered e-commerce giant, Amazon.com (Amazon), launched its content streaming service, Amazon Prime Video (APV), in India. This happened almost a year after Netflix, another such popular service, was launched (in January 2015) in India. Analysts believed that with the tagline “India ka naya prime time” (India’s new prime time), APV intended to communicate the message to the audience that they could ‘watch latest and exclusive content, anywhere and anytime they want to, thus making any time – their prime time’. Through this campaign, Amazon endeavored to position APV as the go to service for content seekers, to enjoy quality streaming of content in their preferred genres and in different languages, without having to face limitations of time, place, and choice. Amazon, an American e-commerce and cloud computing company based in Seattle, Washington, was founded in 1994 by Jeff Bezos. It was launched as an online platform which sold books. Later, it diversified into several other categories such as DVDs, music, video games, electronics, apparel, and many other things. After two decades of operation, it had grown to become the largest online retailer in the world in terms of sales and market capitalization and was soon listed as a Fortune 500 company....

Questions:

1. Critically analyze the positioning strategy adopted by Amazon India in order to position APV as the go to service for content seekers, to enjoy quality streaming of content in their preferred genres and in different languages, without having to face limitations of time, place, and choice..
2. » Study the competitive frame of reference and its importance in developing a positioning strategy to fight competition.
3. » Understand how Amazon India came up with a marketing strategy to differentiate APV from other OTT service providers in India..

CASE STUDY 4

Cadbury: An Ethical Company Struggles to Insure the Integrity of Its Supply Chain

Chocolate had always been considered an affordable little luxury, associated with romance and celebrations. Therefore in 2000 and 2001, revelations that the production of cocoa in the Côte d'Ivoire involved child slave labor set chocolate companies, consumers, and governments reeling. In the United States, the House of Representatives passed legislation mandating that the FDA create standards to permit companies who could prove that their chocolate was produced without forced labor to label their chocolate "slave-labor free." To forestall such labeling, the chocolate industry agreed to an international protocol that would give chocolate producers, governments, and local farmers four years to curb abusive practices and put together a process of certification.

The stories of child slave labor on Côte d'Ivoire cocoa farms hit Cadbury especially hard. While the company sourced most of its beans from Ghana, the association of chocolate with slavery represented a challenge for the company, since many consumers in the UK associated all chocolate with Cadbury. Furthermore, Cadbury's culture had been deeply rooted in the religious traditions of the company's founders, and the organization had paid close attention to the welfare of its workers and its sourcing practices. In 1908, the company had ended a sourcing relationship that depended on slave labor. Now for the first time in nearly 100 years, Cadbury had to take up the question of slavery again.

By the 2005 deadline, the chocolate industry was not ready to implement the protocols and asked for two years more to prepare. Privately, many industry officials believed that the kind of certification sought by the protocols was unrealistic. Because cocoa was produced on over a million small farms in western Africa, insuring that all of these farms, most located deep in the bush, complied with child labor laws seemed impossible. Furthermore because beans from numerous small farms were intermingled before shipment, it was difficult to track those produced by farms in compliance with labor standards and those that were not.

In 2008, a confrontation between U.S. government officials and the industry seemed imminent. Observers argued that this left Cadbury, a company that had done much to improve its supply chain, in a difficult position.

Questions:

1. Explain the marketing process of Cadbury
2. Design supply chain framework of Cadbury.