



GL BAJAJ

Institute of Management & Research

Approved by A.I.C.T.E., Ministry of HRD, Govt. of India

Roll No.....

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) – 201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2019-20) END TERM EXAMINATION (TERM - II)

Subject Name: **Marketing Management-II**

Time: **02.30 hrs**

Sub. Code: **PG10**

Max Marks: **60**

Note:

- 1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.**
- 2. All questions are compulsory in Section A & C. Section A carries 8 questions of 2.5 marks each, Section B carries 5 questions of 04 marks each and Section C carries 1 Case Study of 20 marks.**

SECTION - A

Attempt all questions. All questions are compulsory.

2.5×08 = 20 Marks

- Q. 1 (A):** Differentiate b/w green marketing and traditional marketing with suitable examples.
- Q. 1 (B):** Discuss the functioning of marketing channels in case of e-commerce business model.
- Q. 1 (C):** How you can differentiate advertising with sales promotion? Give relevant examples.
- Q. 1 (D):** Explain integrated marketing communication.
- Q. 1 (E):** Define and differentiate wholesaling and retailing with appropriate examples.
- Q. 1 (F):** Write a short note on marketing information system.
- Q. 1 (G):** Does positive word of mouth affect advertising budget of a company? If yes, then how?
- Q. 1 (H):** How pricing is different from costing? Elaborate your answer.

SECTION - B

Attempt any five out of six questions

04×05 = 20 Marks

- Q. 2:** Discuss the meaning and characteristics of marketing communication mix. How a firm can develop effective communication mix for electronic consumer durable items?
- Q. 3:** What do you mean by competition? Which competitive strategies a business organization should adopt to become market leader?
- Q. 4:** Explain the meaning and steps involved in marketing research process with graphical presentation.
- Q. 5:** How much important is pricing element in marketing mix? Which kind of pricing strategies companies use to set the prices of their products? Explain with examples.
- Q. 6:** What are various pre-requisites of demand of any product in the market? Which demand forecasting techniques companies use for better planning of their business operations?
- Q. 7:** Write down the meaning and types of business marketing channels? Which kind of decisions a firm has to take for effective channel management?

SECTION - C

Read the case and answer the questions

10×02 = 20 Marks

Q. 8: Case Study on Kanchi Silks

Kanchi Silks is a well-known fashion saree retailer in Kanchipuram that provides one-stop shopping for all sarees. The product variety is truly amazing, covering a wide range including Arani, Bangalore, Dharmavaram, Kanchipuram, Kumbhakonam, Pochampalli, Salem, Tanjavur, Venkatagiri etc. Kanchi Silks was established in 1981 at Vilakadi Kovil Street. Its original site of 500 sq. ft. has now grown to more than 1,00,000 sq. ft. in two or three floors in adjacent locations, with over 1,00,000 SKUs. The store sales revenue in 2007 was more than Rs.20 crore. On normal weekdays, 15-25 customers visit the store with the number increasing to 100 plus customers at times on weekdays as well as the weekends.

The founder, Mr. Murugan, has joined the family profession of manufacturing silk saree boxes, made out of paper boards which he supplied to leading silk saree manufacturers. He started his first store with an area of 500 sq. ft. at his residence in Kanchipuram.

In terms of competition, Kanchi Silks unique positioning is its location. This area is closer to the market area where all the leading silks manufactures have their stores. This store is located at residential area having some great advantages like ample parking facility and easy accessibility from the main road. Even local retailers find difficult to compete with Kanchi Silks on pricing due to higher overheads.

Kanchi Silks practices discounted pricing and provide fair value to its customers. Although it does not necessarily have the lowest prices in town, it is often perceived to be competitive by its customers. The gross margin on products is more than 40 per cent on an average, with the range between 25 to 30 per cent.

Kanchi Silks is very careful in its sourcing practices. They buy products on consignment basis from the weavers from in and around the town. Where it previously used only a few suppliers, it has now widened its purchasing network and buys sarees from different places like Bangalore, Arani, Dharmavaram, Selam and Thanjavour. Kumaran himself does the sourcing from the cheapest suppliers, bypassing all the intermediaries.

Kanchi Silks communication efforts are limited because of the brand name. It leverages the city name and believes on the word-of-mouth concept and the past customer referrals. Although it does buy airtime on local TV (mainly Tamil speaking) and advertises in the local newspapers, it believes positive word-of-mouth communication is a more effective means of promotion.

Founder Murugan has now expanded his store operations in different parts of the country. He started his outlet in Hyderabad in late 90s. Kanchi Silks has its own website www.kanchisilks.com that is meant to replace its catalogs. The website receives order for almost 5-8 sarees in day worth of Rs.30, 000 with the orders coming mainly from across the world especially from countries like Singapore, Malyasia, Sri Lanka and the United States. Today, they also get order from different states like Maharashtra, Kerala, UP, MP, and the North East. But on an average he sells very limited sarees through internet. Also it is difficult to deliver the products across the country because different states will have different taxing procedures.

Q 8(A): After thorough analysis of given case, discuss the positioning strategies of Kanchi Silks. Further, explain how these positioning strategies have given the firm an edge over competitors.

Q8(B): Design the marketing mix (4Ps) for a new entrant firm in retail business of sarees and explain how the firm can utilize this marketing mix to compete with Kanchi Silks.