



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

POST GRADUATE DIPLOMA IN MANAGEMENT (2017-19) END TERM EXAMINATION (TERM -II)

Subject Name: **Marketing Management-II**

Time: **02.00 hrs**

Sub. Code: **PG-10**

Max Marks: **45**

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, B & C. Section A carry 2 Case Studies of 10 marks each, Section B carries 2 questions of 7.5 marks each and Section C carries 5 questions 2 marks each.

SECTION - A

10×02 = 20 Marks

Q. 1: Read the Case Study and answer the question given below:

Roddick Motors: Expansion in India.

The president of Roddick Motors (RM), Mr. James Thompson wanted to move his business in India, World's Biggest Car Market. RM was a small player in Asia at that time. The organization planned to manufacture 20,000 Cars but at the end of Fiscal Year it could produce only 8,578 Cars. RM formed alliances with 2 Car Manufacturing Organizations of India to achieve 25% market share. The combined sales volume of 3 organizations has reached Rs 7,000 Crore's a year.

The Idea behind the alliance with the 2 Indian Organizations was to provide International Level product with local belongingness. RM & other 2 Car Manufacturer developed new products and sold each other's car's in diversified geographical areas. In India, the alliance among these 3-manufacturer facilitated sharing of the products, promoting one's brand's in other's showroom, & buying larger components from one another. The scenario of the Indian automobile sector changed with the alliance of 3 Car Manufacturer's.

The alliance brought New Car's into the Indian Market & made a vast portfolio of Brands. The automobile industry has shifted its focus from product development to strategy formulation. RM has recently started working on a plan to invest Rs 1,000/- Crore's in KIAT Motors to manufacture Power Train, a Motor Vehicle that runs of Road, Water & in the Air.

Questions:

- i) Which Strategies were followed by RM to gain entry in India?
- ii) What are the growth prospects for the Automobile Industry?

Q. 2: Read the Case Study and answer the question given below:

A) A major steel company has developed a new process of galvanizing steel sheets so that they can be paired and used for body parts of car to prevent rust (previously not possible).What factors should the company consider in setting a price for the product?

B) Reema, Vibha and Ratna are three women entrepreneurs who are engaged in dealing with handicraft goods under the brand name 'Gujkriti' through a chain of retail outlets at five different places in delhi. Their outsource all their products from tribal and rural women in the state of Rajasthan. Reema is of the opinion that in order to increase the sale of their products, they should advertise about it on television. But,

Ratna is arguing that advertisement expenses will add to cost of operation. Whereas Vibha is insisting that they should set up an online portal to market their products across the globe.

In the context of above case:

- a) Identify the tool of promotion being taken into consideration by Reema by quoting lines from the paragraph.
- b) How is the channel of distribution being suggested by Vibha different from the channel of distribution being used by them presently?
- c) Do you think that Ratna is justified in here argument that advertisement expenses will add to cost of operations?

SECTION - B

7.5×02 = 15 Marks

Q. 3: A company is planning to launch a new series of premium watches to its existing line, how will it forecast its demand and what steps will it follow for conducting the marketing research to check the feasibility of the decision.

Q. 4: A multinational is planning to launch its brand of cosmetics in India. What channels of distribution should it adopt to make an impact in the already crowded market of cosmetics?

SECTION- C

02×05 = 10 Marks

Q.5 (A): How will you as an advertising manager decide on the media vehicle for promoting a new SUV car.

Q. 5 (B):Pricing decision of a firm are derived from its pricing objectives. Elaborate.

Q. 5 (C): “Advertising and personal selling are complementary to each other.” Discuss.

Q. 5 (D):How will you differentiate penetration pricing from price skimming. Give example

Q. 5 (E): How do the organizations make use of Marketing Information systems?