



# 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 (2017-19)  
MID TERM EXAMINATIONS (TERM - II)**

Subject Name **Marketing Management II**

Time: **01.30 hrs**

Sub. Code **PG10**

Max Marks: **20**

**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 has 08 marks Case Study which carries two questions of 04 marks each. Section B carries 3 questions of 2 marks each and Section C carries 2 questions of 3 marks each.**

**SECTION – A**

**04+04 = 08 Marks**

**Q. 1: Case Study:**

**Case Study - Marketing and Distribution of Mushroom**

Sachin and Virag are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virag fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotel in Bangalore. Further, the hotel placed orders for supply of 20 kgs every day. Now mushroom industry is run by small entrepreneurs, like Sachin and Virag. Another big player M/s Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market. Sachin and Virag have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food.

**Questions**

- i) How will you advise Sachin and Virag, as how to increase the consumer awareness about this new food?
- ii) What would be your suggestions for distribution channel for mushrooms?

**SECTION – B**

**02×03 = 06 Marks**

Q. 2: Examine the influence of pricing tactics on the consumer at the time of festival season.

Q. 3: “Middlemen are parasites.They should be eliminated.” Do you agree?

Q. 4: “Advertising brings long term benefits but sales promotion tactics is for quicker results.”

Discuss

**SECTION – C**

**03×02 = 06 Marks**

Q.5.What price policies are followed in the following and why:

- a) Theatre seats
- b) Automobile – purchasing a car

Q. 6. What distribution strategies- selective, intensive or exclusive –are used for the following products:

- a) Canned food
- b) Sanitaryware