

PART - III

- 3 Define marketing and outline the steps in marketing process. Give suitable examples to support your answer. 12  $\frac{1}{2}$

OR

How macro and micro environment factors affect the marketing strategies? Explain with some recent examples from Indian corporate sector. 12  $\frac{1}{2}$

- 4 Describe factors used by companies to understand consumer behaviours. How these factors help the companies to formulate marketing plan ? 12  $\frac{1}{2}$

OR

Explain different bases of market segmentation. Give suitable examples to support your answer. 12  $\frac{1}{2}$

- 5 Draw a neat diagram showing all the stages of the product life cycle. Describe different stages of PLC with suitable examples and its importance for marketers. 12  $\frac{1}{2}$

OR

Explain the following terms with examples: product line, product line length, product mix, product line filling, product line stretching, product line depth, product mix width. 12  $\frac{1}{2}$

- 6 Describe importance of distribution channel. What factors should be taken into consideration while selecting a channel ? 12  $\frac{1}{2}$

OR

Briefly explain the following : CRM, B2B marketing and importance of rural marketing. 12  $\frac{1}{2}$



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MBA-016

(Following Paper ID and Roll No. to be filled in your Answer Book)

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M.B.A.

(Only for the candidates admitted/Readmitted in the session 2008-09)

(SEM. I) EXAMINATION, 2008-09

MARKETING MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

- Note:* (1) The question paper contains **three** parts.  
(2) **All** parts and **all** questions are **compulsory**.  
(3) The figures given on the **right** indicate marks.

PART - I

- 1 Attempt **all 20** parts of the following. 1×20=20

**Each** part carries **equal** marks.

- (i) Marketing philosophy can be best explained as :
- (a) creating the market and selling products
  - (b) facilitating satisfying exchange relationship with customer
  - (c) distributing products at the right price to market.
  - (d) creating demand for profit maximization.
- (ii) Glow light, the maker of a highly innovative electric bulb, finds that it has excess stocks. The firm increases its advertising budget by 40 per cent and doubles its sales staff. This company is operating on which concept :
- (a) marketing
  - (b) production
  - (c) selling
  - (d) product



- (iii) All of the following are marketing management tasks except :
- Marketing planning
  - Coordinating marketing activities
  - Marketing control
  - Project development and analysis
- (iv) When need takes a \_\_\_\_\_ it becomes a want.
- lead
  - support
  - form
  - price
- (v) A change in the minimum drinking age in the U.K. presents a change in which of the following for kingfisher :
- Marketing mix
  - Marketing task
  - Marketing environment
  - Product strategy
- (vi) More is a brand of cigarette that is light and slim in design to appeal women. In this instance, women comprise More's :
- target audience
  - marketing strategy
  - target market
  - marketing mix
- (vii) Packaging the fifth 'p' of marketing has its closeness with :
- product and price
  - price and place
  - place and promotion
  - product and promotion

- (viii) McDonald's uses a segmentation strategy for its sandwiches based on characteristics such as age, gender and income. It is using which group of segmentation variables?
- Demographic
  - Psychographic
  - Geographic
  - Behavioural
- (ix) Family life cycle is most likely to be based on :
- buying power and gender
  - geographic location and family size
  - marital status and age of children
  - occupation and marital status.
- (x) A product's \_\_\_\_\_ is the place it occupies in the mind of consumers relative to competing brands.
- segment
  - position
  - attribute
  - image
- (xi) Which of the following is not a parameter to differentiate products?
- Nature
  - Competitors' reactions
  - Consumers' intentions
  - Social benefits
- (xii) Which of the following is not a cost element?
- Credit costs
  - Depreciation
  - Perception
  - Time and energy



- (xiii) USP is \_\_\_\_\_.
- Unique selling point
  - Utility sales potential
  - Unique sales product
  - Unique selling proposition.
- (xiv) The set of all product lines and items that a particular seller offer for sale is called:
- Product line length
  - Product line depth
  - Product mix
  - Product mix length
- (xv) The product life cycle stage in which market acceptance of product is rapid and profits increases is :
- Growth stage
  - Maturity stage
  - Introduction stage
  - Product decline stage
- (xvi) If a firm wants to focus its marketing efforts on price competition, the firm's long-run success will depend on having :
- lower price than its competitors
  - lower prices than it has historically charged
  - a promotional campaign for lower prices
  - a lower cost structure than its competitors.
- (xvii) Of the following media, which one is used Least frequently by business to business marketers?
- Direct mail
  - Trade publications
  - Television
  - Personal selling

- (xviii) The receiver's response to a message is \_\_\_\_\_ for the source.
- feed back
  - medium of transmission
  - decoding
  - noise
- (xix) A paid form of nonpersonal communication about a product that is transmitted to a target audience through a mass medium is :
- advertising
  - publicity
  - sales promotion
  - personal selling
- (xx) The marketing channel of producer to retailer to customer is most likely to be used by producers of which of the following products?
- Chewing gum
  - Tobacco
  - Cars
  - Hardware.

## PART - II

Carefully read the given case. Attempt all the questions given at the end of the case study. Each question carries equal marks.

HSBC is known as the "world's local bank". Originally called the Hong Kong and Shanghai Banking Corporation Limited, HSBC was established in 1865 to finance the growing trade between China and the United Kingdom. HSBC is now the second-largest bank in the world, serving 100 million customers through 9,500 branches in 79 countries. The company is organized by business line (personal financial services; consumer finance; commercial banking; corporate investment banking and markets; private banking), as well as by geographic segment (Asia-Pacific,



U.K./Eurozone, North America/NAFTA, South America, Middle East).

Despite operating in 79 different countries, the bank works hard to maintain a local feel and local knowledge in each area. HSBC's fundamental operating strategy is to remain close to its customers. As HSBC chairman Sir John Bond said in November 2003, "Our position as the world's local bank enables us to approach each country uniquely, blending local knowledge with a world-wide operating platform."

For example, consider HSBC's local marketing efforts in New York City. To prove to jaded New Yorkers that the London-based financial behemoth was "the world's local bank." HSBC held a "New York City's Most Knowledgeable Cabbie" contest. The winning cabbie gets paid to drive full-time for HSBC for the year, and HSBC customers win, too. Any customer showing an HSBC bankcard, checkbook, or bank statement can get a free ride in the HSBC-branded Bankcab. The campaign demonstrates HSBC's local knowledge. "In order to make New Yorkers believe you're local, you have to act local," said Renegade Marketing Group's CEO Drew Neisser.

Across the world in Hong Kong, HSBC undertook a different campaign. In the region hit hard by the Severe Acute Respiratory Syndrome (SARS) outbreak, HSBC launched a program to revitalize the local economy. HSBC "plowed back interest payments" to customers who worked in industries most affected by SARS (cinemas, hotels, restaurants, and travel agencies). The program eased its customers' financial burden. The bank also promoted Hong Kong's commercial sector by offering discounts and rebates for customers who use an HSBC credit card when shopping and dining out, to help businesses affected by the downturn. More than 1,500 local merchants participated in the promotion.

In addition to local marketing, HSBC does niche marketing. For example, it found a little-known product area that was growing at 125 percent a year: pet insurance. In December 2003 it announced that it will distribute nationwide pet insurance through its HSBC Insurance agency, making the insurance available to its depositors.

HSBC also segments demographically. In the United States, the Bank will target the immigrant population, particularly Hispanics, now that it has acquired Bital in Mexico, where many migrants to the United States deposit money.

Overall, the bank has been consciously pulling together its worldwide businesses under a single global brand with the "world's local bank" slogan. The aim is to link its international size with close relationships in each of the countries in which it operates. The company spends \$600 million annually on global marketing and will likely consolidate and use fewer ad agencies. HSBC will decide who gets the account by giving each agency a "brand-strategy exercise." Agencies will be vying for the account by improving on HSBC's number 37 global brand ranking.

- 2 (a) What are the key success factors for HSBC? Which factor is most important and why? 3×10=30
- (b) What are the negatives of HSBC? In what areas HSBC should be careful in future?
- (c) What recommendations would you make to your senior for future growth of the company? What they should surely do in its marketing efforts?

