



# MANIPAL INSTITUTE OF TECHNOLOGY

MANIPAL

(A constituent unit of MAHE, Manipal)

## VII Semester B. Tech. End Semester Examination (Online)

SUBJECT: MARKETING MANAGEMENT [HUM 4013]

Date of Exam: **01/02/2021** Time of Exam: **9 AM-12 Noon** Max. Marks: 50

<b>1A.</b>	With a flow chart explain the different types of market and the interaction between them.	<b>4</b>
<b>1B.</b>	With examples discuss the Latent and Declining demand in marketing.	<b>3</b>
<b>1C.</b>	Discuss the characteristics of Strategic Business Units.	<b>3</b>
<b>2A.</b>	Successful marketers must focus on delivering value to customers. Discuss this concept using Value Delivery approach.	<b>4</b>
<b>2B.</b>	Explain the dimensions of Strategic Holistic Marketing.	<b>3</b>
<b>2C.</b>	What are the core competency characteristics firms should have, to do well in business?	<b>3</b>
<b>3A.</b>	Develop Porters five force model for “Amazon” and give suitable examples for the forces.	<b>4</b>
<b>3B.</b>	Differentiate between Niche marketing, Differentiated marketing and Individual marketing with suitable examples.	<b>3</b>
<b>3C.</b>	Explain the types of Purchase segmentation with examples.	<b>3</b>
<b>4A.</b>	What is promotional mix? Discuss the factors influencing a promotional mix.	<b>4</b>
<b>4B.</b>	Map the promotional mix used in marketing to the various stages of the Product Life cycle.	<b>3</b>

<b>4C.</b>	What are the common sources of Channel Conflict? Explain with examples.	<b>3</b>
<b>5A.</b>	<p>Nirma is a group of companies based in the city of Ahmedabad in Gujarat, India that manufactures products ranging from Cements, cosmetics, soaps, detergents, salt, soda ash, LAB and Injectables. Karsanbhai Patel, an entrepreneur and philanthropist of Gujarat, started Nirma as a one-man operation. Today Nirma has over 25,000 employees and a turnover of over ₹20500 crore. Starting as a one-product, one-man outfit from a 100 sq ft (9.3 m<sup>2</sup>) room in 1969, Nirma became a very successful company within three decades. The company had multi-locational manufacturing facilities, and a broad product portfolio under an umbrella brand – Nirma.</p> <p>Nirma successfully countered competition from HUL and carved a niche for itself in the lower end of the detergents and toilet soap market which is a price sensitive segment. The Nirma washing powder boasts of a product quality that is medium and a price that is low compared to its competitor. Nirma has successfully positioned itself in the detergent segment over a period.</p> <ol style="list-style-type: none"> <li>1. What is the pricing strategy that NIRMA has adopted as per the price quality matrix in the above case? Quote lines from the case and discuss.</li> <li>2. Under the category of New Product Pricing what is the strategy NIRMA has adopted? What are the conditions that prompted NIRMA to take this strategy forward?</li> </ol>	<b>4</b>
<b>5B.</b>	Identify the ‘three layers of product’ with reference to “Flipkart”.	<b>3</b>
<b>5C.</b>	What are the Gaps identified in the Servqual model? Mention any three.	<b>3</b>

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