



Institute of Management
JK Lakshmipat University
Jaipur

END TERM EXAMINATION 2015



MBA SEM II & B.Tech+MBA SEM VI
MM: 50 Marks

Course: Marketing Management-II
Time: 3 Hours
Course Code: MBA207

Instructions: Attempt any three questions from Section A. Section B is compulsory.

Section A

Q-1 Explain in brief (any four) (10 Marks)

- (a) Define the gray market. How do multinationals try to prevent gray markets?
- (b) What is a brand-positioning map?
- (c) What is crowdsourcing?
- (d) Explain three techniques for stimulating creativity to generate better ideas.
- (e) List and explain the four service levels offered by retailers.

Q-2

- (a) You work as a sales representative in a company that manufactures surgical equipment. Before calling on an important prospect, you decide to search the Internet and find out details about him. What step in the selling process is being carried out here? What is the importance of this step? What other steps are required to be followed? (5 Marks)
- (b) Interno Computers Inc., together with subsidiaries, designs, manufactures, and markets personal computers and mobile communication and media devices, as well as selling related software, services, peripherals, networking solutions, and applications worldwide. The company is planning to launch a high-end portable digital music player worldwide. What is the best way to organize this product launch? (5 Marks)

Q-3

- (a) What is the consumer-adoption process? What are the various steps in the process? (5 Marks)
- (b) Once a company decides to target a particular country, it must determine the best mode of entry. Each of its market entry strategies involves more commitment, risk, control, and profit potential. List these market entry strategies in order from low risk to high risk. (5 Marks)

Q-4

- (a) Supermarket chain Reynold's is considering stocking a number of private-label products in order to offer customers the lowest possible prices. Explain how this strategy could benefit the company. (5 Marks)
- (b) Explain the product- or brand-management organization and list its advantages and disadvantages. (5 Marks)

Section B

Q-5

Analyze the given situation and answer the questions given in the end. (20 Marks)

Assume that you have recently joined as Chief Marketing Officer with a new company selling Glazer brand of electronic razors. As part of promotional plan the company estimates 50 million potential users and sets a target of attracting 8 percent of the market. You hope to reach 80 percent of the potential customers with an advertising message and would be pleased if 25 percent of the prospects that were aware tried the Glazer. According to further estimates, 40 percent of all triers will become loyal users. The cost of exposing 1 percent of the target population to one impression is \$4500 on an average. Market research suggests that the target audience possesses intent to use Glazers, but is dithering over actually making the purchase? Preliminary surveys have revealed that even though a sizable portion of the target market has developed a liking for the product, few customers would actually consider replacing their current razors with Glazers.

- (a) Determine the necessary advertising budget, according to the objective-and-task method and explain the advantages and disadvantages of the above method in detail.
- (b) How can you modify the communications program to get customers to purchase Glazer razors? Suggest suitable message and media strategy that you would like to adopt in order to make customers prefer your brand over the brand that they are currently using.