



Institute of Management
JK Lakshmipat University
Jaipur

END TERM EXAMINATION, 2016



MBA Integrated Programme, Sem-IV
MM: 50 Marks

Course: Principles of Marketing-II
Time: 3 Hours
Subject code: BBA 404

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

Section A

Q.1 Marketing's impact on individual consumers has been criticized. Define the issues relevant to this impact. (10 Marks)

Q.2 Think of the last four products you have purchased. What specific strategies are used to achieve competitive advantage? Is that competitive advantage sustainable against competitors? Give reason for your answer. (10 Marks)

Q.3 (a) Middleman and their functions form an essential aspect of Marketing Channels. Discuss with suitable examples. (5 Marks)

(b) A company can make the products available to the customer directly or indirectly. Explain in light of various levels of channels that can be opted by the marketer. (5 Marks)

Q.4 Explain the ways in which companies can conduct online marketing. (10 Marks)

Q.5 Consider each step in the selling process. Which steps could be conducted through technology (internet, telecom, etc.)? Which are most important to handle 'face-to-face'? (10 Marks)

Section B

Q. 6 Read the given case and answer all the questions.

India is perceived to be the most attractive retail destination. India provides the largest consumption market in the world that is still largely untapped. Yet, the most fascinating aspect of this market is that it can never be described in numbers alone. The economic, social and cultural diversity of Indian consumers forces marketers and retailers to view this mass of consumers not as one single market but as a 'mass of niches.' India is not only a culturally diverse market but also an economically diverse one. A recent issue of Forbes magazine states that there are more Indian billionaires than those in Japan. Yet, we have some of the poorest segments of the world's population. In between these two segments lies a huge and diverse market for mass retailers. Customer segments in India are maturing faster than ever. A retailer with a single format strategy will not be able to cater to a large set of customers in India. While hypermarkets and discount chains will continue to dominate the modern retailing scene in India, multiple formats have to be

designed to cater to different aspirations and needs of consumers. The growing middle class is pushing the development of specialty stores. Outlets for home products, fashion, office stationary, health products and consumer electronics are in demand.

Questions:

1. How has the Indian consumer changed over a period of time?
2. Explain in detail the various retail formats mentioned in the case study.
3. Suggest a retail format for both, the rich in India and for the poor in India. Justify your answer.

(6+7+7 =20 Marks)