



JK LakshmiPat University
Institute of Management
Jaipur
END TERM EXAMINATION, 2018

BBA/ B. Com.(H), Sem-IV.
MM: 50 Marks

Course: Advertising and Sales Management
Time: 3 Hours
Subject code: MK09

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

Section A

Q.1 Design an effective 'Direct Marketing Plan' for a company marketing cough syrup and baby food in urban, semi-urban and rural market. (10 Marks)

Q.2 Elaborate the factors to be considered in selection of foreign markets. Define global marketing strategy for a company selling following products/services:

(i) LCD (ii) Bank Services (10 Marks)

Q.3 (a) What is sustainable marketing? How it is differ from the marketing concept and societal marketing concept, explain with suitable examples. (5 Marks)

(b) Define the types of harmful impact that marketing practices can have on society. (5 Marks)

Q.4 Air Asia launched its services in India in 2014. It faces competition from Air India, Jet Airways and other low cost carriers. If you are the Marketing Director of Air Asia, what would be your approach for competitive advantage? (10 Marks)

Q.5 Define various types of sales promotions. (10 Marks)

Section B

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

Sudesh Alagh is the Marketing Manager of the company 'MFL-fabric division', a part of the MFL group of companies. The company was doing well and had earned a name in selling reasonable variety and good quality of readymade garments for children and adults. Sudesh received instructions from the Managing Director of the company, to identify target market and work out marketing plans for selling garments in the rural market having a population of minimum 5000 and above. A pre-market survey indicated certain new realities:

- More than seven out of the ten rural households possess watches.
- One in fifty households have a color television set.
- Seven out of every hundred households own electric iron.
- 70 per cent of the sales of radios, bicycles and cigarettes are from the rural market.
- Rural people are very particular when it comes to attitude and aspirations.

- Rural consumers are more particular about quality and value than their urban counterparts.
- Rural consumers are more brand loyal than the urban consumers.
- And social mores and norms impact the rural consumer in ways very different from their urban counterparts, especially in case of reference group influence and opinion.

Since the survey indicated tremendous rural market potential waiting to be tapped. 'MFL' company decided to enter the rural market with a new brand of readymade garments tailored to suit the needs of the rural market. The company also decided to advertise the products on radio and TV, to ensure knowledge about the company and its readymade garments. This was to be supported with sales promotion programmes including wall posters, organization of melas, mobile vans with loudspeakers and offers of small freebies.

For distribution, the company decided to see that the products were available at the local cloth shops with arrangements to have an understanding with the local tailors, who would be trained to make alterations to the ready-to-stitch-and-wear garments in various sizes, patterns and designs for rural customers interested in going for readymade garments. It was also decided to price the products reasonably to take care of the competition from the unorganized sector.

However, since social sanction plays an important role in rural consumer behavior, the Marketing Manager, Sudesh Alagh was keen to identify the reference group like the village mukhiya or panchayat head or local bank manager, whose opinion carried a lot of weight among the rural public. The views and facts expressed by such persons can act as a positive word-of-mouth advertising for the company.

Questions:

- (a) Do you agree with the decision of the company to enter the rural market? Why or why not? (10 Marks)
- (b) Evaluate the marketing plan of the company for the rural markets and suggest improvements in the marketing plan, if any. (10 Marks)