



Institute of Management
JK LakshmiPat University
Jaipur

END TERM EXAMINATION, 2015



MBA- Integrated Programme, Sem-III
MM: 50 Marks

Course: Principles of Marketing-I
Time: 3 Hours
Subject code: BBA305

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

Section A

Q1. What is Marketing Mix? Explain the various Marketing Mix elements taking the example of small sized passenger car. (10 Marks)

Q2. Explain how various stages in the business-buying decision process might be applied in the following buying situations:

- (a) New-task buying of a conveyor belt of a soft drink bottling plant.
- (b) Straight rebuying of maintenance services for that conveyor belt. (10 Marks)

Q3. Name and describe the five product mix pricing strategies with suitable examples. (10 Marks)

Q4. A consumer product company wishes to enter snack food market. If you were the product manager, what would you do to develop a product in this category? (10 Marks)

Q5. The mobile phone market is today highly competitive both in terms of product form and brands. Global brands like iPhone, Samsung, LG, Sony, etc. face the heat from Chinese handsets and those manufactured by Indian companies like Micromax, Lava, etc. iBall had launched its brand of cell phone Andi whose brand ambassador is a well-known celebrity Kareena Kappor. iBall wishes to gain market share and also develop its market for its smartphone. How would you segment the mobile handset market? Position Andi in the most profitable segment. (10 Marks)

Section B

Q6. Read the given case study and answer all the questions.

The 'Fine Furnishing Limited' is a small chain of distributors of good quality office furniture, carpets, safes and cabinets. Within each category, the company offers a wide variety of products, with a great many variations of each product being offered. For example, the company currently offers some 4 different designs of chairs and 23 varieties of office desks. The company keeps in touch with advances made in the office furniture field worldwide and introduces those products which are in keeping with the needs of the market in terms of design, workmanship, value for money and technical specifications.

Fine Furnishing trades only in good quality furniture. Differences between its products and cheaper, lower quality ones are well known to those who have several years of experience in the business.

An important feature the company feels is the availability of a complete list of components of the furniture system. This enables customers to add bits and pieces of matching designs and colour in the furniture. Such components are available for sale separately. Systems are maintained in stock by the company for a number of years, and spare parts for chairs and other furniture are always available.

The trade is currently witnessing a downturn due to recession. Fine Furnishing has also experienced the same over the past two years. In addition, it had to trim its profit margins. Last year, it barely broke even and this year it is heading for a loss for the first time in the company's twenty year history.

Questions

1. Give a suitable title to the case given above.
2. Explain the term product-item, product-line and product mix in the context of the above situation.
3. Advice the company in relation to its product mix. How will your recommendations affect the company's image?

(2+9+9 = 20 Marks)

