

**Code: 13MBA1008****ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI  
(AUTONOMOUS)****I MBA II Semester Regular/Supplementary Examinations, April - 2016****MARKETING MANAGEMENT****Time: 3 hours****Max Marks: 60**

**Answer any five questions**  
**All questions carry EQUAL marks**  
**Question No.8 is Compulsory**

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1. Explain the six concepts of marketing. Explain how each concept differs from the others ?
2. Explain briefly, the methods used in sales forecasting
3. Explain the process of new product development..
4. Explain the steps involved in designing a channel system
5. Explain the constituents of promotion mix in detail with suitable examples.
6. Evaluate the opportunities and challenges in Indian marketing environment.
7. Explain the challenges for the growth of organized retail sector in India?.
8. Case Study (**Compulsory**)

The founder of ABC company is Mrs. Gitanjali who started by making jewellery as a hobby at home. Eventually Gitanjali began to sell some of her jewellery at small craft fairs in the district where she lives. Her jewellery proved to be very popular, especially amongst the age group 16-25. It was low priced, but well made and very fashionable. Quite simply, Gitanjali discovered that not only was she good at making jewellery, but she had a feel for the market and jewellery fashions that would sell to younger customers.

From this humble beginning, in just three years Gitanjali has expanded her business and sales to the point where she now works full-time and employs three people helping her make the jewellery in a small workshop. At the moment she is selling mainly through craft fairs, but now at much larger national events. Gitanjali wants to expand the business; demand is still strong and she has retained her flair for judging the market. She has the option to move to larger premises where she could take on more production staff. She has a small budget for promoting her products.

Her main problem in relation to expanding the business she feels is distribution. To expand quickly she must secure retail outlets on a national basis through which she can market. Alternatively, she has considered if franchising might be an answer, with sales direct to customers in their own homes rather like Tupperware or Eureka Forbs.

**QUESTIONS**

1. What distribution alternatives might be available to Mrs. Gitanjali to expand her business?
2. Analyse their relative advantages and disadvantages?