

AR13

Set-02

Code: 13MBA1008

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)**

I MBA II Semester Regular Examinations, July/August, 2014

MARKETING MANAGEMENT

Time: 3 hours

Max Marks: 60

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

1. What is marketing mix? Explain them briefly.
2. Discuss briefly about market data analysis.
3. What are the marketing strategies? Explain them briefly.
4. Explain about different methods of pricing.
5. What is sales promotion? How it is useful in promoting the products.
6. Discuss the significance of Retail Management.
7. Describe (a) Market Segmentation (b) Wholesaling
8. Case Study (Compulsory)

Parke-Davis used direct marketing to market its after-shave lotion brand Listerine. A list of around 1,00,000 prospective consumers was used to send mailers which highlighted the need for fresh breath and also offered a discount of 4% on a 400 ml bottle.

HLL used direct marketing for its after-shave lotion brand Denim. Each Mailer had a brochure with a 'scratch and sniff' coating of the fragrance as a sample. The company also offered gifts and held a contest, with a trip to Kenya as the prize. Order were taken over the telephone and product was home delivered.

Direct marketing could also be used by two advertisers; a concept called co-op mailers which would reduce the cost for both the brands provided the target segment is broadly the same, for both the brands.

Suggest which proposal of marketing shall be more profitable.
