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Code: 16MBA2002

SET-1

ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)

I MBA II Semester Regular Examinations, July-2017

MARKETING MANAGEMENT

Time: 3 hours

Max Marks: 60

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

1. Explain the role and functions of marketing department.
2. Discuss the importance of Market research in detail.
3. How a company develops new product in the market? Explain.
4. Discuss the factors influencing the pricing.
5. Explain about sales force management in detail.
6. What is Advertising? Explain it briefly.
7. Explain in detail about sales promotion.

8. CASE STUDY:

Arion Auto was a dealer for the Hanuman Motor Company, India's most popular car maker. Aimed at the first time buyer, this company had notched up 80 per cent market share at one time. Gradually, with the entry of new players, the share has come down to about 50 per cent by 2003, but there was still a large market for its 800 cc car. In other segments, the company had a much lower share. A customer who had just bought the car from Arion was upset, as the car had developed a couple of significant problems within a week. It had an unexplained noise in the engine while turning, and its rear bumper had come loose. The customer claimed that he had been sold a defective car, and that the dealer should replace it with a new one.

The service manager at Arion motors tried to communicate to the buyer that it was company policy to rectify any problem within the warranty period free of cost, and that he would do the same, as per the policy. However, the customer was not satisfied, as he would have to suffer great inconvenience on account of it. Being a businessman on the move, he had many important engagements, and he would be severely hampered in his movements without a car.

What should the Arion service manager do?