

Code: 13MBA1008

ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)

I MBA II Semester Regular / Supplementary Examinations, July 2015

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? Explain the role and functions of marketing.
2. Define Market Research. Discuss its advantage to an organization.
3. What is product life cycle? Explain about different stages of product life cycle.
4. Discuss the factors influencing the pricing.
5. What is advertising? How it is useful in promoting the products.
6. Explain briefly about retail store management.
7. Describe (a) Sales force management (b) Merchandising
8. Case Study (Compulsory)

Analyze the following case and answer the questions given at the end:

Business Today, September 15, 2002 issue reported that, Gloom was the prevailing theme at the press conference called by the Cellular Operators Association of India on August 19, 2002. All the suits of the stage with the exception of MTNL's J.M. Mishra – reeled of numbers and factoids painting an extremely dismal picture of the sector. It was left to Bharati Enterprises CEO, Sunil Mittal, to remind his brethren that the purpose of the meet was to celebrate the 8 million subscriber milestone.

Mittal's Bharati Televentures is a listed company a rarity among Indian Telcos and that may explain his reluctance to admit that the sector is in the throes of crisis. A little prodding, and he confesses that “on an accumulated basis, on cellular service(s) company has positive cash flow”.

The Numbers paint a bleak picture : Telcos invested a close to \$ 6 Billion (Rs. 29,400 crores) in 51 cellular networks to which none has yet some have been around 7 years now — become self financing. The sectors accumulated losses have increased from Rs. 6929 crores in 2000-01 to Rs. 7719 crores in 2001-02 and the losses are expected to increase by an additional Rs. 1000 crores this year. Two Big Players Idea and Bharati have tooted up losses of Rs. 212 crores and Rs. 140 crores. Hutchison Telecom Chief Asim Ghosh says,

The entire industry is profit-negative and cash flow-negative today”.

Questions:

- (a) What are the reasons for mounting losses in cellular sector in India?
- (b) If you were the marketing manager of Bharati Enterprises, what are the strategies you propose to make the organizational come out of continuous losses?