

Or

What does strategic market planning mean? Explain the characteristic and importance of a good mission statement.

**Unit-II**

2. "Marketing mix is a mix of mixes". In the light of this statement. Explain the components of marketing mix.

Or

Define Marketing Information System. Briefly explain the process of marketing research.

**Unit-III**

3. What is Product Life Cycle? Explain how the marketing mix should be changed during the various stages of PLC.

Or

Discuss the importance of channel of distribution in the marketing of goods. What factors will you consider in selecting a suitable channel of distribution?

**Unit-IV**

4. What is 'Direct Marketing'. Explain the growth and benefit of direct marketing in today's Marketing Environment.

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**MS/B.A./M. B. A. (MM)/M. B. A. (RM)  
Second Semester) Examination 2013**

**MARKETING MANAGEMENT**

*Paper : MS/MM/M.R/123*

*Time Allowed : Three hours*

*Maximum Marks : 70 New Course  
85 Old Course*

*Note : All questions are compulsory. One question from each unit is compulsory. All questions carry equal marks.*

**Unit-I**

1. Explain the concept and evolution of Marketing Management.

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Or

How would you define Marketing Communication? What are the main elements of communication process.

**Unit-V**

- 5. You have joined a TV Manufacturing company as "Manager Rural Marketing". Your product is superior and economically priced. The company's top brass feel advertising will not produce the desired results. What would be your promotional plan?

Or

Case study :

**Marketing Strategies**

**TITAN WATCHES**

In the new era of increased competition and market saturation, Titan's share of the legal watch market has dropped to 50 per cent. The company is now all set to slog it out to regain market share, with a budget outlay of Rs. 25 crore on watches and Rs. 5 crore for its jewellery division Tanishq. Marketing to new consumer segments has begun.

The battle for wrist share is well underway in Titan's

core business of watches. The Chinese have invaded the lower end of the market where unbranded watches proliferate, the Japanese are in the mid segment along with Allwyr and Times and the Swiss reign in the luxury bracket. Besides, an unexpected new contender for the role of popular timekeeper is the cellular phone.

The focus on the upper end customer and image is gone. We are ordinary people and we are targeting people like us ... an average man. Consequently, the focus is now on the lower end of the watch market, where volumes are high and new niches can be created. Niche consumer segments based on lifestyle, socioeconomic groups and personalities have been identified and targeted. Each segment is the object of a more focused marketing approach, with unpopular watch models phased out and new models brought in. Pricing and design are the critical criteria. One of the keys Titan holds is its strong brand equity. Titan is also building on its strong after sales service network and its distribution chain-120 watch stores and 56 jewellery boutiques and 65 distributors handling 6,000 dealers, countrywide, all of which, represents an extensive ground level network that is listening to customers, getting feedback and responding.

Titan's desi advantage is in taking into account considerations such as smaller Indian wrist size, highest perspiration level (which play a role in leather straps), as well as greater wear and tear on gold plating. In the final analysis, one has to be relevant to the consumer in all his changing needs.

In the longer view, the threat to watch for is from unexpected quarters: the mobile phone and its later manifestations—as the watch may lose out dramatically in terms of functionality. The hope is to make the watch work along with the mobile such as giving an alert when there's a call. It could work in tandem with the mobile and everything the mobile stands for. Clearly, for Titan industries, it's time of reckoning up ahead.

**Questions :**

- (i) Examine the challenges faced by Titan Watches?
- (ii) What product, promotion and pricing strategies would you suggest for Titan Watches?

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