



K18P 0913

Reg. No. :

Name :

**Third Semester M.Com. Degree (Reg./Suppl./Imp.)
Examination, October 2018
(2014 Admn. Onwards)
COM3C11 : MARKETING MANAGEMENT**

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any four** questions in this section. **Each** question carries **1** mark for Part (A), **3** marks for Part (B) and **5** marks for Part (C) :

1. A) What do you understand by Macro Environment of Marketing ?
B) Why it is analyzed ?
C) Explain the major macro environment of marketing affecting modern marketing.
2. A) What do you mean by perception ?
B) Explain the steps in perceptual process.
C) Discuss the factors influencing consumer behavior.
3. A) What do you mean by rural marketing ?
B) What are the characteristics of rural market in India ?
C) Discuss the marketing strategies followed by marketers in rural marketing.
4. A) What do you mean by marketing channel ?
B) Explain the different types of channel arrangements used by marketers in India.
C) Discuss the factors affecting channel choice.
5. A) What do you mean by marketing promotion mix ?
B) What are the major steps in marketing promotion management ?
C) Discuss the major pricing strategies followed by FMCG product marketers.

P.T.O.



6. A) What do you mean by relationship marketing ?
- B) Explain the steps in strategic marketing planning.
- C) What do you mean by customer based marketing organization explain with examples ?

SECTION – B

Answer the **two** questions. **Each** question carries **12** marks.

7. a) Design an advertisement copy for a newly starting premium segment hotel I in Kochi which is focusing on comfort, care and state of art facilities.

OR

- b) Define marketing control system. Explain different types of control systems. Discuss the role of strategic marketing control system in modern marketing. Give suitable examples.
8. a) What do you understand by personal selling ? What are the different types of personal selling ? Explain the steps in personal selling.

OR

- b) Case Problem

New Product Development

For years, people have used solid bar soaps for bathing, washing hands and other cleaning chores. But in 1980, Minnetonka Inc, developed and introduced its Softsoap liquid handsoap in decorative plastic bottle with a pump dispenser. It became an instant success. Minnetonka quickly gained substantial market replacing solid cake soaps.

Rober Goulet got another idea which he thought would yield substantial fortune. He got the idea when his 10-year-old daughter and her playmate poured toothpaste and water into the empty soap bottle for several decades, toothpaste has always been made in squeezable tubes. The pump-dispensed toothpaste would certainly be a revolutionary idea, Mr. Goulet thought. Mr. Goulet founded a company called Certalab, Inc. and began to market Pressdent toothpaste in Canada. The toothpaste was a modest success in Canadian market but had no major impact on toothpaste industry.



Mr. Goulet decided to market Pressdent in U. S. market and set a goal of 3.5% of U.S. market share, \$25 million in sales within one year. Mr. Goulet wants to mass-market his toothpaste first in Southern California backed by a 10-week, \$350,000 TV-ad campaign.

Professionals in the personal-care products industry are dubious about Pressdent's chances to achieve the market share in one year. Softsoap itself recently began to lose its market share and profits as competitive brands entered the market. Many of the consumers went back to the old bar of soap as they were not persuaded by the liquid soap dispenser.

Although pump toothpaste is neater than the kind that comes in tubes, it makes a bit of mess too. To get Pressdent through the pump mechanism, Certalab had to water down its toothpaste. People who wet their toothbrushes after applying Pressdent may find it washing down the drain. Mr. Goulet thinks that even though Pressdent is higher per unit cost, it costs less per brushing than conventional toothpaste. Eventually, he says toothpaste in a tube will go the way of shaving cream in a tube. Instant shave cream is the modern popular device for selling shaving cream. The contents are packed under pressure.

Questions :

- 1) What do you think are chances that Pressdent will succeed in achieving its goal ?
 - 2) Old habits and traditional ways of doing things is usually hard to break. Habits die hard. What advertising and promotional strategy should the company use to get people to try the tooth paste ?
 - 3) Do you think Pressdent needs more marketing research on consumer attitudes and behavior before being a successful product ?
-