



CII Institute of Logistics
PGDSCM & Certificate Programs
Semester-end Examination – June 2009

Marketing Management

Time : Three Hours

Marks : 100

Part A

Answer all questions

(20 x 1 = 20 Marks)

1. A player who doesn't react quickly to competitor's moves is
 - a) Stochastic Competitor
 - b) Idle Competitor
 - c) Tiger Competitor
 - d) Selective Competitor
2. Advertisements of Johnson & Johnson Baby products is an example to explain
 - a) Demographic Segmentation
 - b) Geographic Segmentation
 - c) Psychographic Segmentation
 - d) None of the above
3. Which of the following are steps to identify market segments?
 - a) Survey
 - b) Analysis
 - c) Profiling
 - d) All the above
4. When a firm sees its competitors as all companies selling similar products and fighting for the same consumer. Name the competition
 - a) Brand Competition
 - b) Generic Competition
 - c) Industry Competition
 - d) Form Competition
5. Language, arts, music and religion form the basis for
 - a) Cultural segmentation
 - b) Demographical segmentation
 - c) Cross-cultural segmentation
 - d) Geographical segmentation
6. Which of the following is **not** a psychological factor influencing the buyer behaviour?
 - a) Personality
 - b) Perception
 - c) Learning
 - d) Motivation
7. In direct and online marketing the channel that is used for communicating with the customers is called
 - a) Impersonal Channel
 - b) Inter-personal Channel
 - c) Informal Channel
 - d) Visual Channel
8. Which of the following is **not** a part of consumer decision making process?
 - a) Analysis of Alternatives
 - b) Product Specification
 - c) Problem Identification
 - d) Information Search
9. Which of the following is **not** a participant in consumer buying process?
 - a) Initiators
 - b) Influencers
 - c) Users
 - d) Approvers
10. Under variety-seeking buying behaviour the combination is
 - a) Low price; similar products
 - b) High price; differentiated products
 - c) Low price; differentiated products
 - d) High price; similar products
11. The study of consumer attitudes and beliefs is a
 - a) Cultural Analysis
 - b) Psychological Analysis
 - c) Demographic Analysis
 - d) Psychographic analysis
12. Which type of differentiation is a company creating by offering features or performance not offered by competitors?
 - a) Product Differentiation
 - b) Personnel Differentiation
 - c) Price Differentiation
 - d) Image Differentiation

13. Under Porter's Value Chain concept, Service is a
- Primary Activity
 - Manufacturing Activity
 - Secondary Activity
 - Core Activity
14. One of the given options is **not** a part of the Internal Environment of the business.
- Firm Infrastructure
 - Staff
 - Customers
 - Company Image
15. Huge capital requirements and high economies of scale do not support:
- New entrants
 - Supplier power
 - Customer power
 - Rivalry between firms
16. A firm stresses on brand differences and value based benefits a phase when its market share is
- Growing
 - Maturing
 - Stagnating
 - Declining
17. Brand pyramid is discussed in this model of brand equity
- Brandz model
 - Aaker model
 - BAV model
 - Brand resonance model
18. These shoppers always tend to look for a variety and are not bothered about the price of the product
- Habitual shoppers
 - Variety seeking shoppers
 - Value seeking shoppers
 - High involvement shoppers
19. In this form of communication, a memorable logo or premium packaging act as strategic tools to communicate
- Verbal communication
 - Symbolic communication

- Visual communication
- Combination of both verbal and visual

20. When the products are niche and limited in number the ideal distribution strategy is
- Intensive distribution
 - Multi-channel distribution
 - Exclusive Distribution
 - Selective Distribution

Part B

Answer any four

Marks: 4 x 10 =40

- 1) Explain the two broad bases of competition with examples.
- 2) "Challenger" is a well established detergent brand in the market. The company intends to increase the brand equity of the product through concentrated product development and market development strategies. Give focused strategies to the company to improve its brand equity.
- 3) Explain the bases and avenues for Psychographic Segmentation with industry examples.
- 4) The research team of the upcoming retail chain Rogers found the response generated by the direct mail strategy followed by the firm, disappointing. It decided to fine-tune the strategy, to make it better focused and also decided to do an overall revamp of its existing impersonal system and make it more interpersonal. The company operates across four metros with a network of 40 stores. Suggest an apt communication mix for the firm.
- 5) Describe the Economic and Political Environment of India and explain how these trends are helping the marketers
- 6) Discuss the relevance of Involvement in the Consumer Decision Making Process.

Part C

CASE STUDY

“From babies and puppies to teachers and recently, dolphins, Raymond's advertising has used many images to create its image of a complete man.”

I was married in 1982. And then I became history. No, this is not a column about matrimony or the attendant challenges. It is about a brand that most middle - and upper -class Indians not only consider but also end up buying when they get married. You don't have to be an expert on sartorial elegance either to figure out that the brand that is top of mind is Raymond. Raymond the brand has been in existence for over eight decades now from 1923. To be precise, Raymond is unquestionably Indian's foremost textile brand and a dominant market leader. The cornerstone of the brand has been the consistently superior product quality and numerous innovations that have ensured that the competition has been left behind.

The hallmarks of Raymond's advertising over the years have been its sophistication and consistency. I know that it is easier for people to remember the words of a song or dialogues from films than it is to remember advertising slogans or taglines. And yet, one of the tests for an advertisement is not only its recall but also its relevance to the target audience at that point in time. One of the brand's most visible and recalled slogans was "the guide to the well-dressed male." And then the advertising moved ahead to "the complete man." The complete man was a shift in the sense that it was focused on the consumer. He, not fabric, was the hero.

The complete man endured for several years. The contemporary tone of voice and sophistication continue to be enduring features of the brand's advertising. Agencies love change, more so when the original campaign idea is inherited from a different agency. And yet there can be another possible dimension to the complete man and that is warmth. If you had to find one word that describes some of the Raymond TV commercials over the last few years, that word would be "warm." I am sure all of us have enjoyed the commercials of the baby, the bunch of cute puppies, the teacher coming for his former pupil's wedding reception with flashbacks of the past or even the recent one featuring dolphins.

Crucial to the memorability of these commercials is the slick execution. It is bad enough working with celebrities and stars but I guess working with animals (however cute) must pose its own set of challenges. Consciously one realises that the brand is targeting the younger user. After all, we are a young nation that is becoming increasingly more affluent and global even as we speak. This is perhaps more in evidence in the commercial featuring a skeptical father and an intelligent albeit ill-kempt son looking for a job. The callow youth is transformed in a Raymond suit and stuns his father. To my mind, a stunning commercial. Yes, the brand has

broad based its appeal from weddings to interviews to international travel. And it is not only bankers who wear suits now. People wear suits and classy clothes more often and the brand that will come to mind and into their wardrobe will be Raymond despite the presence of the Digjams, the Grasims, the Reid & Taylors, the Dineshs and Vimals of the world. Raymond today is a brand with global aspirations, excellent reach and the financial clout and business acumen to take over brands like Color Plus.

Aspiration is one of the key drivers of successful brands. I remember a Mercedes Benz commercial of a child in a womb that keeps repeating "When I grow up, I will drive a Mercedes." One of the greatest challenges of a long-lasting brand like Raymond is to remain attractive and aspirational to a new generation of users who are coming in every year. Will they continue to patronize the same brand of suiting that their father wore?

QUESTIONS:

Answer all the four

Marks: 4 x 10 =40

1. Explain how the advertising strategy of Raymond helped in building consumer perceptions.
 2. Elaborate how Raymond reflects consumer personality.
 3. Where would you fix the consumers of Raymond in the VALS framework? Justify your answer.
 4. Read the last para of the article once again and answer the last sentence.
-