



CII Institute of Logistics
PGDSCM & Certificate Programs
Semester-end Examination – June 2010

Marketing Management

Time : Three Hours

Marks : 100

Part A

Answer all questions

(10 x 1 = 10 Marks)

1. One traditional depiction of marketing activities is in terms of the marketing Mix or four Ps. The four Ps are characterized as being _____.
 - a) Product, Positioning, place and price
 - b) Product, Production, price and place
 - c) Promotion, place, positioning and price
 - d) Product, price, promotion and place
2. When potato chips are manufactured out of potatoes, _____ Utility is created.
 - a) Form
 - b) Time
 - c) Place
 - d) Possession
3. Language, arts, music and religion form the basis for
 - a) Cultural segmentation
 - b) Demographical segmentation
 - c) Cross-cultural segmentation
 - d) Geographical segmentation
4. Marketing for race horse foods is an example of _____.
 - a) Generic marketing
 - b) Mass marketing
 - c) Differentiated marketing
 - d) Niche marketing
5. 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

6. Which one is tangible?
 - a) Travel by train
 - b) Treatment from hospital
 - c) Television bought
 - d) Television program

7. UPS stands for
 - a) Under sold product
 - b) Unique selling proposition
 - c) Unique selling preposition
 - d) Upper society people

8. A firm stresses on brand differences and value based benefits a phase when its Market share is
 - a) Growing
 - b) Maturing
 - c) Stagnating
 - d) Declining

9. Kalpana has bought a brand of soap, which she normally uses. Which type of Buying behavior is shown by Kalpana?
 - a) Habitual buying behaviour
 - b) Complex buying behaviour
 - c) Dissonance reducing buying behaviour
 - d) Variety seeking buying behaviour

10. Bata shoe's pricing strategy is
 - a) Price discrimination
 - b) Psychological pricing
 - c) Tender pricing
 - d) Penetration pricing

Part B

Answer any four

(15 x 4 =60 Marks)

- 1) Describe product Life cycle with suitable examples.
- 2) Niche Marketing Vs Exclusive marketing- Critically examine
- 3) Describe the role of seven P's in the effective marketing of Automobile Industry.

- 4) Explain the role of advertising in today's competitive market with good examples.
- 5) Explain Segmentation, Targeting and Positioning.
- 6) "Marketing to children "- Explain. Discuss about the ethics to marketing as far as the above statement is concerned.

Part C

Case Study

(3x10=30 Marks)

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 inspirational to a new generation of users who are coming in every year.

Answer ALL the Questions:

1. Comment on the advertising ethics of Raymond and how it helped in building their Image.
 2. Elaborate how Raymond reflects consumer personality.
 3. Comment on the advertising strategies of Raymond comparing with that of other competitors.
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