



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Dec 2011

Post Graduate Diploma in Materials Management

Paper 18 d  
Marketing Management

Date: 17.12.2011

Max. Marks 100

Time: 2.00 p.m. to 5.00 p.m.

Duration 3 hours

Instructions:

1. From Part A, contains 4 main questions (with 8 sub questions) each question carries 1 mark.
2. From Part B answer any 3 questions out of 5 questions. Each question carries 16 marks.
3. Part – C is case study with sub questions. Read the case carefully and answer the questions 20 marks.

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**PART A**

Q.1. True or False:

- a) Superior customer value is at the heart of marketing.
- b) Strong customer focused orientation is the essence of successful firm. -
- c) Marketing means satisfying customer needs & wants. -
- d) Marketing facilitates satisfying exchange relationships.
- e) Marketing does not take place in dynamic environment-
- f) Marketing is not useful in profit & nonprofit organizations-
- g) Marketing is important for the economy of a country. -
- h) Marketing is demand management-

Q.2. Fill in the blanks:

- a) Marketing starts with -----& ends with customers.
- b) Marketing is a societal -----.
- c) When the want is backed by buying power it is a -----.
- d) The basic needs are biogenic in -----.

- e) Value means quality, -----, cost.
- f) Loyalty can be ensure by ----- customer.
- g) ----- is the key element of marketing program.
- h)----- is a major factor that influences the customer.

Q.3. Give full-form of the following.

- i) 4P's
- ii) BCG
- III)4C's
- IV)UVP
- V) TOM
- VI)POP
- VII)VSM
- VIII) AIDA

Q.4. Define in term (Any four)

- a) Brand loyalty
- b) Product
- c) Competitor analysis
- d) Mass marketing
- e) Media scanning

**PART – B ( any three from following) 16 marks each**

Q.5.What is the significance of customer satisfaction and customer retention?

Q.6.What does economic environment of business determine?

Q.7. what are the different social factors associated with consumer behavior?

Q.8.explain the concept of product life cycle with suitable example for each stage?

Q.9. Short Notes: any 4

- a)Brand equity
- b) Idea generation
- c) Interactive marketing
- d) reengineering
- e)strategic planning

**PART - C**

**Q.10. Case Study: 20 marks**

All the big players in the Rs. 700 crore fairness products market in India admitted that at least 25% of their users were male.

Sunder products launched its fair & Handsome skin lightening cream for men. they has now hit back with fair & Lovely Menz Active.

“ we have always been aware that a significant male user base existed within Fair & Lovely itself, and hence there was always need to Launch a variant that understands and takes care of unique requirements of men”, says vice president , skin care , sunder products.

Questions:-

- 1) Explain customer perception of values? ( 6 marks)
- 2) Explain what should be implement to make their launch hit in the market? ( 6 marks)
- 3) Suggest which type of Market Strategy should be adopt by the company? ( 8 marks)

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