

Reg. No. \_\_\_\_\_

Name: \_\_\_\_\_

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**  
**THIRD TRIMESTER MBA DEGREE EXAMINATION APRIL 2018**

**31 MARKETING MANAGEMENT II**

Max. Marks: 60

Duration: 3 Hours

**PART A**

*Answer all questions. Each question carries 2 marks*

**Write short notes on:**

1. Marketing Audit.
2. Advertising copy.
3. Marketing Intelligence.
4. Global Marketing
5. Physical Distribution

(5x2 = 10 Marks)

**PART B**

*Answer any 3 questions. Each question carries 10 marks*

6. What are the various competitor strategies adopted by Broadband Services companies? Identify the competitive position of Reliance Jio with respect to its market share in Broadband Services.
7. Critically evaluate the importance of MKIS in a five star hotel.
8. Elaborate on the various Marketing Control techniques.
9. Differentiate between the various promotional tools in terms of Reach, Exposure, Strengths, Weaknesses, Frequency and Cost.
10. Elucidate the various marketing strategies adopted by service firms with suitable examples.

(3x10 = 30 Marks)

**PART C**

*Compulsory question, the question carries 20 Marks*

**11. Read the case given below and answer the questions:**

**Indian Refrigerator Market**

India's Refrigerator market estimated at Rs. 2750 Crore is catered mainly by 10 brands. The annual capacity is estimated at around 4.15 million units is running ahead of demand of 1.5 millions. As there is a demand and a surplus supply, all the manufacturers are trying out for new strategies in the market. Times have changed and also the buying behavior of the customer. Earlier it was cash and carry system. Now dealers play an important role in selling; now the system is exchange for old "bring your old refrigerator and take a new one with many gifts". A new company by name Electrolux has entered the market which has acquired Allwyn, Kelvinator and Voltas brand.

Researchers have revealed that urban and city sales are declining and hence all manufacturers are trying to concentrate on rural markets. Electrolux strategy is customization of market, with special attention to the Northern and Southern India markets, while Godrej the main player thinks that dealer network in rural market for sales and service will be beneficial and is trying to give more emphasis on dealer network. Whirlpool also has adopted the strategy of increasing the dealer

network by 30%.

The market shares of the major players are as follows: Godrej 30%, Whirlpool 28%, Electrolux 26%, Videocon 13%, L.G 2%, Others 1%

**Questions**

- a. Explain the steps involved in Channel Management, highlighting on the value additions provided by channel partners with due reference to Consumer Durables. (10)
- b. Elaborate on the current rural market environment and the market potential for a product like refrigerator in rural areas. (10)

(20 marks)

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