

3M1119

Roll No. _____

119561

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M.B.A. III-Semester (Main/Back) Examination, January - 2025

Marketing

M-320 Integrated Marketing Communication

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

- 1) The question paper is divided in **Three** parts
- 2) **Part-A** contains **TEN** questions which are compulsory. **Part-B** contains **Eight** questions out of which five are to be attempted. **Part-C** contains **One** question which is compulsory.

PART - A

(Word Limit 25 Only)

All questions are compulsory.

(10×2=20)

1. How does effective marketing communication create brand awareness and customer engagement?
2. How do you evaluate the economic impact of your promotional efforts on local communities.
3. What are the four stages of the A.I.D.A. A model in communication response hierarchy?
4. What are the primary stages involved in the media planning process?
5. Why is maintaining a strong client-agency relationship important for successful advertising campaigns?
6. How do emotional and rational appeals differ in advertising, and when is each most effective?
7. How does the layout of an advertisement impact the way information is communicated to the audience?
8. How can direct mail campaigns be tailored to effectively reach target audiences, and what challenges do they face?
9. What are the main tools of Integrated Marketing Communication (IMC)?
10. How do events enhance brand visibility and reputation through sponsorship?

PART - B

Attempt any Five questions.

(5×6=30)

- ✓ 1. Compare and contrast the AIDA(Attention, Interest, Desire, Action) model in terms of how it explains consumer responses to marketing communication.
2. What are the key factors that advertisers must consider when crafting the message to ensure that it resonates with the target audience and drives desired actions?
- ✓ 3. What are the key elements required for a strong and effective client-agency relationship in the advertising industry?
- ✓ 4. Provide an analysis of what makes advertising copy impactful, memorable, and persuasive across different platforms.
5. What are the challenges of media scheduling in a multi-channel environment, and how can brands ensure consistency in messaging across various platforms?
- ✓ 6. Discuss the importance of integrating sales promotions with other marketing efforts. How can a cohesive strategy enhance the overall impact of promotions?
- ✓ 7. Discuss the role of content creation, audience engagement, and analytics in social media marketing.
8. How can businesses integrate sustainability metrics into the evaluation of their promotional programs, particularly in terms of the environmental impact of their advertising practices and the promotion of sustainable products.

PART - C Compulsory

(20)

1. Read the case and answer the questions given at the end.

CAN THIS RESTAURANT BE SAVED?

If there is one industry in which word-of-mouth can do great damage in a hurry, that industry would be food service, especially restaurants. A single round of food poisoning can drive away customers for months. Any tale of contamination or unsanitary conditions that circulates in a local community creates a major crisis for a restaurant owner. The partners, Ravi and Sanjay knew the risks when they opened their new restaurant. The restaurant was named as THE KHAZA, in a small shopping centre in Sector-15 of Gurgaon. With lot of students staying in that sector who come from outside of Gurgaon this was a good market for such restaurant. The partners believed that if they provided high quality food in a pleasant manner their restaurant could succeed. The business opened in January of 2009. First year sales were better than expected. A mixture of students and young employees who were living on their own were their main customers. It was a restaurant which had functional furniture and TV sets were kept which were turned on for the customers to see. Most of the customers who visited the restaurant were regular customers who ate at the restaurant as often as two to three times in week. The KHAZA also had a strong market during lunch hours. Where they used to serve a thali and it was avail-

able in very short time. During lunch hours the restaurant used to get lot of customers who were working in the nearby offices. The crisis occurred after THE KHAZA had opened for 10 months. In the month of November, 2009, some of the customers after having food were hospitalized because of food poisoning because of which the restaurant had to be closed for seven days. Local newspapers carried this news that the food served at THE KHAZA was not up to the quality because of which some customers' food poisoning had. Word spread quickly through the Gurgaon about the episode both with the student community and the employees in local offices. Fortunately, no one was seriously ill. the reason for the problem was that the supplier of the non-vegetarian stuff had supplied stale raw material. They changed their supplier for that item. Moreover, the restaurant improved the hygiene by making everyone who was serving food to wear caps and wear gloves. The restaurant started taking more care in disinfecting the areas which could be prone to spreading any contamination. (Ravi and Sanjay had limited budget for advertising) Once the news stories had run, the media quickly lost interest. It was impossible for the partners to capture same audience to tell that the crisis was over. The number of customers who came after the week-long closure dropped dramatically. Sales had been down for more than a month. The couple began to wonder if people would ever come back.

Questions:

- a) What kind of public relation tactics should be used to help the restaurant THE KHAZA?
 - b) Is there any kind of cause-related or event marketing program that might bring people back to the restaurant?
 - c) Do you believe THE KHAZA can be saved, or is it a lost cause? Why?
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M.B.A.III-Semester (Main/Back) Examination, January - 2025

Marketing

M-322 Sales Distribution and Logistics Management

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

- 1) The question paper is divided in **Three** parts
- 2) **Part A** contains **TEN** questions which are compulsory. **Part-B** contains Eight questions out of which five are to be attempted. **Part-C** contains One question which is **compulsory**.

PART - A

(Word Limit 25 Only)

All questions are compulsory.

(10×2=20)

1. Differentiate between sales management and selling.
2. Briefly state objectives of Sales budget.
3. How Cross-functional training is beneficial for sales organization?
4. Suggest characteristics of an effective compensation plan for salesforce.
5. What difficulties distribution channels face in rural areas?
6. As a salesperson how would you handle the customer objections at various stages of sale?
7. What are challenges in sales force selection?
8. Why transportation is considered as a critical logistics activity?
9. Write a note on types of sales quota.
10. What do you understand by Sales potential?

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PART - B

Attempt any Five questions.

(5×6=30)

- ✓ 1. Describe the personal selling process for a paint manufacturing company.
2. A Company is evaluating the option to design territories and assign responsibilities to sales people across the globe to cater the growing information technology and services market. What kind of territorial design should they have? What factors will you take into consideration while designing territories for software company?
3. Suggest the methods of sales force training for multinational company.
- ✓ 4. Why goal setting process in sales management is significant? How sales budget is prepared for sales organization?
- ✓ 5. 'Motivating sales people is a key challenge for sales managers in modern day sales organization'. Comment.
- ✓ 6. Differentiate between wholesaler and retailer How evaluation of channel performance is carried out? Explain.
- ✓ 7. Describe the various components of Physical distribution.
8. Consider a FMCG company trying to distribute its products directly to its consumers. What would be the major hurdles, if this strategy is followed? What would be the advantages and disadvantages by adopting this strategy?

PART - C (Compulsory)

(20)

1. Read the case carefully and answer the following questions.

Karadi Tales is one of the leading Children's entertainment and knowledge products selling company in India. It sells compact discs, books and educational materials including computer games, in the Indian market. The company plans to open a chain of retail stores specializing in creative toys and innovative learning materials for children. The Company plans to target the upper middle class and upper class Indians living in metro cities and focus on customer service for competitive advantage. It plans to conduct workshops and seminars for parents and children on such topics as learning with computers, indoor gardening, creating one's own World through computer programs by parents for children, and conducting craft classes ranging from papier mache to pottery for the kids.

The company plans to cover 10 Indian Cities, namely Mumbai, Bangalore, Chennai, New Delhi, Kolkata, Hyderabad, Cochin, Indore, Lucknow and Chandigarh in the coming year. Therefore the company is projecting to recruit around 300 people and wishes to hire and retain the best people. The goal is to design a hiring process that will accomplish the ambitious goals of the organization.

The market in which company is intended to operate demands service personnel who are very patient and knowledgeable about children toys and computers. The top priority for the

company is to create a network of excellent customer service obtaining the desired result from the new recruits means a major investment in training. The attrition rate in the industry is very high and it is observed that almost every worker recruited by a company selling toys and books learns the company in a year's time. One of the important factors for the high turnover rate is the demanding nature of the job in this industry.

They are planning to setup sales teams than taking individual salesperson as the unit of performance for the new chain stores. This approach of team selling is quite new to the industry and the company expects that this will deliver the desired results.

Questions:

- 3 1/2 [
- 2 1/2
- a) Evaluate the selling strategy of Karadi Tales (4)
 - b) Suggest the ways to attract best minds for jobs, in the new chain stores of the company. (6)
 - c) What measures and characteristics should be adopted to select sales team and why? (6)
 - d) How should Karadi Tales address the retention problem in the industry so that it does not affect the company? (4)
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M.B.A. III-Sem. (Main/Back) Examination, January - 2025

Marketing

M-323 Product and Brand Management

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

- 1) The question paper is divided in three parts.
- 2) Part A contains **Ten questions** which are compulsory. Part B contains **Eight questions** out of which five are to be attempted. Part C contains **One question** which is compulsory.

PART - A

(Word Limit 25 only)

All questions are compulsory.

(10×2=20)

1. What do you mean by Marketing Mix?
2. Define 7p's.
3. What do you mean by Brand Equity?
4. Define the Word Brand.
5. Define the Word Web branding.
6. What do you mean by Brand hierarchy?
7. Define success factors of Digital Branding.
8. Define the word 'Brand Value'.
9. Difference between Points - of - Difference and Points - of - Purity.
10. Define concept of Brand Personality.

PART - B

Attempt any Five questions.

(5×6=30)

1. A leading firm in the 'fast-moving consumer goods' sector, found out through researcher that there is a vast potential in the branded flour (atts) market that could be tapped. On the basis of this, the company decides to enter the market. Discuss the process of designing the positioning strategy for the product. Also discuss the steps building of a strong brand.

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2. What do you mean by Revitalising brand? Also explain types, need, Advantages and dis-advantages in detail.
3. Write note on:
- Brand extension.
 - Process of New Product Development.
 - Keller's Model of Brand Valuation.
4. Explain various methods of calculating Brand Equity.
5. What do you mean by product strategy? Explain characteristics, levels and types of Product.
6. Describe Brand elements. Also discuss advantages and dis-advantages of Branding.
7. Write a note on:
- Kapferer's brand.
 - Framework of Aaker Brand.
8. Explain Cost-based method, Price-based method and customer-based method in detail.

PART - C
(Case Study)

Compulsory.

(20 Marks)

1. Mother Dairy Fruits and vegetables, a company with a billion-dollar (Rs. 4,200 - crore) turnover, has been a well established player in NCR, known for products the firm has been largest seller of milk in NCR, with 65% of the revenue being contributed by milk. Amul entered delhi market five years back and in 2011 with in a span on 4 years it defeated mother dairy in terms of market share. Amul procures fresh milk and packages it. Mother dairy adds powder milk in its products to the tune of 40%. This spoils the taste of the product. Also Amul is credited with more awareness and knowledge about its products amongst consumers. Amul is a leader in the ice cream segment of the country. Their capacity to develop product and gain market leadership helped them gain substantial share in the NCR region in the milk segment raising question marks on the brand equity of the company. Mother Dairy has been market leader in NCR for 35 years. Losing ground to Amul in 2011 in the milk segment is forcing company to rethink its strategy. They plan to increase their capacity and also expand procurement of the milk. One of the reasons why consumer shifted to Amul has been difference in the taste of the milk. Amul milk is fresh where as a portion of mother dairy milk is reconstituted. Mother dairy sells through its own outlets and home delivery is not possible where as Amul used channel and home delivery of the milk is possible. Mother dairy milk price has been less than the price of Amul milk, still a huge number of mother dairy loyals moved to Amul. Now Mother dairy is restructuring its strategy and systems to combat Amul.

Questions:

- What would you suggest to Mother dairy for its revitalization plan.
- Develop brand identity model for mother dairy after collecting additional information for the brand.