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63/2 (SEM-2) MBA 2.4 (N/O)

2022

MANAGEMENT STUDIES

(Theory Paper)

Paper Code : MBA 2.4 (New)

(Marketing Management)

Full Marks – 70

Time – Three hours

**The figures in the margin indicate full marks
for the questions.**

1. Answer any *five* of the following : 2×5=10
- (a) What do you mean by promotion ?
 - (b) What are needs and wants ? 1+1=2
 - (c) What is positioning ?
 - (d) What is branding ?
 - (e) What is B2B marketing ?
 - (f) What is relationship marketing ?
 - (g) What is packaging ?

[Turn over

2. Answer any *four* of the following : $5 \times 4 = 20$

- (a) What are the different environmental factors affecting markets ? Discuss briefly.
- (b) Discuss the different types of buying behaviour.
- (c) Discuss how marketing myopia can affect a business in the long run.
- (d) Discuss the role of BCG matrix with a diagram.
- (e) What is vertical marketing system ? Explain briefly.
- (f) What are the differences between a Wholesaler and a Retailer ?

3. Answer any *four* of the following : $7 \times 4 = 28$

- (a) Discuss the elements of marketing mix.
- (b) Discuss the stages of a new product development.
- (c) What are the characteristics of introduction stage in a product life cycle ? What are the strategies to be adapted in the introduction stage ?

$3 + 4 = 7$

(d) What is product mix ? Discuss the strategies to manage product mix. $2 + 5 = 7$

(e) What are the functions of a distribution channel ?

(f) Who are wholesalers ? Discuss their types. $2 + 5 = 7$

4. Case Study

As of 2005, Dove was the world's largest cleansing brand with annual sales of € 2.5 billion in more than 80 countries. Dove's product portfolio included soap bars, body washes, face care products, antiperspirant / deodorants, hair care products, and styling aids.

Dove was a very important part of Unilever's brand portfolio and the only big brand in personal care that was showing a double digit growth. In 2005, the personal care segment accounted for 26% of the group's turnover and 34% of operating profits.

Unilever developed the formula for the Dove Soap Bar in 1940. During World War II, it was used for cleaning wounds before treatment. It did not irritate the skin and became recognized as a

mild soap. In the 1950s, the formula was further refined and the original Dove Beauty Bar was developed. It was launched in the market in the 1960s. In the 1970s, Dove's popularity increased as an independent clinical dermatological study proved that Dove Beauty Bar was milder than 17 other leading soap brands at that time.....

In June 2005, consumer products major Unilever launched an ad campaign in the US for its Dove Intensive Firming range of products. This campaign, which featured regular women (non-models), was part of Dove's "Campaign for Real Beauty" (CFRB). According to the company, the main purpose of CFRB was to challenge the stereotypes set by the beauty industry over the years.

The CFRB was launched as a global campaign by Unilever in 2004 to promote its Dove range of personal care products. The stated aim of the campaign was to act as a catalyst to broaden the definition of beauty and encourage discussion about its aspects.

Unilever's consumer research studies had indicated that beauty advertising was out of syne with its

consumers. Beauty advertisers bombarded consumers with idealized images of models, super-models and celebrities, which left the consumers feeling bad about their own body image and hurt their self-esteem. These insights prompted Unilever to launch a campaign in the early part of 2004 in Europe featuring non-models.

- (a) Give your opinion on the Campaign For Real Beauty. 6
- (b) How did the advertisements of Dove based of CFRB make a difference in the consumer market ? 6

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1. Answer any *five* of the following : $2 \times 5 = 10$

- (a) What is a consumer market ?
- (b) What is physical evidence in marketing mix ?
- (c) What is individual marketing ?
- (d) What is targeting ?
- (e) What is mark-up pricing ?
- (f) Who are retailers ?
- (g) What is sales promotion ?

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2. Answer any *five* of the following : $4 \times 5 = 20$

- (a) What is marketing environment ? Discuss elaborately how demographic environment affects marketing decisions. $1+3=4$
- (b) Discuss the types of market segmentation.
- (c) Discuss the buying decision process.
- (d) Discuss the strategies to be followed during the growth stage of a product life cycle.
- (e) Discuss briefly any four types of retailers.
- (f) Discuss the benefits of relationship marketing.
- (g) Discuss the characteristics of the decline stage of a product life cycle.

3. Answer any *five* of the following : $8 \times 5 = 40$

- (a) Discuss the elements of marketing mix.
- (b) Discuss the criteria for segmenting consumer market.
- (c) Discuss the steps in the buying decision process.

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[Turn over

- (d) What is product line length ? Discuss the ways of increasing the product line length. Give examples. $2+6=8$
- (e) State the objectives of pricing. What are the methods of pricing ? $2+6=8$
- (f) State the functions of wholesalers and retailers. $4+4=8$
- (g) Discuss the consumer sales promotion techniques.