

FUNDAMENTALS OF MARKETING MANAGEMENT

STUDENT'S MANUAL

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ACTIVITIES

Chapter – 1

● Activity A

Give at least two examples of companies following these concepts with justifications:

1. Production Concept:

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2. Product Concept:

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3. Selling Concept:

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4. Marketing Concept:

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5. Customer Concept:

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6. Societal Marketing Concept:

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● **Activity B**

With the example of Nokia mobile handset, note down the factors involved in the 4Ps of marketing mix:

Product

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Price:

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Promotion:

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Place:

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● **Activity**

A. List out five examples of opportunities posed by marketing environment in India.

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B. List out five examples of threats posed by marketing environment in India.

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Chapter – 3

● **Activity**

List out at least 10 products offered by marketers in India exclusively for the youth segment.

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Chapter – 4

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Chapter – 6

- **Activity**

Discuss with examples 5 applications of MkIS in marketing.

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Chapter – 8

- **Activity A**

With the example of a mobile phone handset, explain the levels of product.

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- **Activity B**

Give four examples each for the following:

1. Brand names:

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2. Co-Branding:

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3. Brand Logos:

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4. Licensed Brands:

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5. Multi Brands:

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6. Brand Requirements:

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7. Line Extension:

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8. Product Flanking:

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Chapter – 10

• Activity A

From your experience, list out at least five popular new products that have been introduced successfully during the last 10 years in India.

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• Activity B

List out at least five products launched in India during the last 10 years and have failed in the market. Give reasons for their failure.

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Chapter – 11

● **Activity A**

Give 3 examples of products or services priced based on market penetration strategy in India.

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● **Activity B**

Give 3 examples of products or services priced based on market skimming strategy in India.

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Chapter – 12

● **Activity A**

Trace the channel levels suitable for the following products and services:

1. Cars:

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2. Mobile handsets:

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3. Life Insurance:

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4. Hotels:

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5. Pharmaceuticals:

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6. Jogging shoes:

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7. Laptops:

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8. Edible oil:

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● **Activity B**

Identify the type of retailers given below:

1. Food World:

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2. Forum Mall:

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3. Kirana shop:

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4. Nilgiris:

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5. Big Bazaar:

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6. e Bay:

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Chapter – 14

• Activity

List out at least 5 products or services for which e-marketing is used in India.

1.
2.
3.
4.
5.

Chapter – 15

• Activity

Give three examples each of push and pull strategies of promotion done for products or services in India:

Push strategy

1.
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2.
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3.
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Pull strategy

1.
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2.
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3.
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Chapter – 16

● **Activity**

List out at least 5 products for which direct marketing is used in India.

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Chapter – 17

● **Activity**

From your observation give one example each for the four types of marketing organizations.

Functional:

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Product-oriented:

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Geographic-oriented:

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Complex:

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MULTIPLE CHOICE QUESTIONS

(Select the answer from choices given)

- 1. Biogenic needs are:
 - A – Self – esteem status
 - B – Security, Protection
 - C – Hunger, Thirst
 - D – Sense of belonging, Love

- 2. Demand is wants backed by:
 - A – Marketing People
 - B – Physiological needs
 - C – Purchasing Power
 - D – Purchasing Power and Willingness to buy

- 3. Marketing Offers are:
 - A – Tangible Products
 - B – Intangible Products
 - C – Persons, Places, Ideas, Events
 - D – All of the above

- 4. Market Means:
 - A – Place where Sellers and Buyers Meet.
 - B – A set of Actual and Potential Buyers of a Product
 - C – A place like Fish Market or Vegetable Market
 - D – Place where Marketing takes Place.

- 5. Selling Concept Believes in:
 - A – Buying Inertia
 - B – Satisfying Customers
 - C – Customer needs
 - D – Product Quality

- 6. Marketing Myopia is:
 - A – A disease of the Eye
 - B – Focus too narrowly on own Activities
 - C – Focus Long-term Goals
 - D – None of the above

- 7. Societal Marketing Concept
 - A – Company Profits

- Needs Balancing of:
- B – Consumer Wants
 - C – Society’s Interests
 - D – All of the above.
8. CRM Means:
- A – Consumer Reaction Management
 - B – Consumer Reaction Measurement
 - C – Consumer Relationship Management
 - D – All of the above
9. Market segmentation Means:
- A – Reducing the Market Share
 - B – Dividing total Market Inter Smaller Groups
 - C – Targeting a Mass Market
 - D – None of the above.
10. Positioning is done:
- A – In the mind of Consumer
 - B – In the Market Place
 - C – In the Seller Mind
 - D – In the Marketer’s Mind
11. Marketing Mix Consists of:
- A – The Products
 - B – The Services
 - C – The Channels
 - D – The Four Ps.
12. Macro Environment Includes:
- A – Demographic
 - B – Economic and Natural
 - C – Political, Legal and Cultural
 - D – All of the above
13. MKIS means:
- A – Market intelligence system
 - B – Marketing information system
 - C – Management information system
 - D – All of the above
14. Sales Forecasting Involves:
- A – Market Research
 - B – Marketing Planning
 - C – Budget Forecasting
 - D – Estimating Future Sales.
15. Delphi Method is:
- A – Form of expert Opinion Method
 - B – Time series Analysis Method
 - C – Statistical sampling Method
 - D – Survey of Customer Expectation
16. DSS Means:
- A – Daily Sales System

- B – Daily Stock Statement
C – Decision Support System
D – Data Support System
17. Core bases for Psychographic Segmentation are:
A – Income and Occupation
B – Lifestyle and Attitude
C – Knowledge and Responses
D – None of the above
18. Niche Marketing Example:
A –Automobiles
B – Herbal Cosmetics
C – Television Sets
D – FMCG Products
19. Micro marketing example is:
A – Barbie Dolls
B – Nike Shoes
C – Garments
D – Cosmetics
20. Surrogate Advertising is used by:
A –FMCG Marketers
B – Automobile
C – Liquor Companies
D – All of the above
21. Core Benefit means:
A – Basic Product
B – Potential Product
C – Core level Product
D – None of the above
22. Convenience Products Examples:
A – Soaps, Sweets, Bread
B – Watches, Shoes
C – Television, Clothes
D – Life Insurance
23. Capital Items are:
A – Specialty Products
B – Industrial Products
C – Unsought Products
D – None of the above
24. Product Support Services Include:
A– Packaging and Pricing
B – Door delivery and Servicing
C – Advertising and Promotion
D – All of the above
25. Brand equity refers to:
A – Equality of a Brand with others.

26. Co- branding Involves:
- B – Using Similar Brand names.
 - C – Equal Price for Products
 - D – Power and Value of a Brand
 - A – Two Products Sold Together.
 - B – Company Brand.
 - C – Two Companies use their Brand names together
 - D – None of the above
27. Channel Level for Consumer Products could be:
- A– One Level
 - B – Two Level
 - C – Three Level
 - D – All of the above
28. Wholesalers can be:
- A – Merchants, Agents and Brokers
 - B – Departmental Stores
 - C – Commission Agents only
 - D – None of the above
29. Vertical Marketing system Consists of:
- A – Corporate VMS
 - B – Administered VMS
 - C – Contractual VMS
 - D – All of the above
30. Multi Channel System gives the benefit of:
- A– Increased Market Coverage
 - B – Lower Cost of Operation
 - C – More Customized Selling
 - D – All of the above
31. E-marketing Involves:
- A – B 2 B Marketing
 - B – B 2 C Marketing
 - C – C 2 C Marketing
 - D – All of the above
32. AIDA Model is used for:
- A – Channel Decisions
 - B – Promotion Decisions
 - C – Product Decisions
 - D – Pricing decisions
33. DAGMAR helps to:
- A – Measure Advertising Effectiveness
 - B – Prepare Promotion Budget
 - C – Decide on Media
 - D –Create Messages
34. Public Relations Involve:
- A – Personal Selling

35. Point of Purchase Promotion is a:
- B – Publicity and Image Building
 - C – Customer Relations only
 - D – None of the above
 - A – Trade Promotion
 - B – Public Relations Tool
 - C – Consumer Promotion
 - D – All of the above
36. Prospecting and Qualifying Involves:
- A – Identifying Buyers
 - B – Searching for Markets
 - C – Identifying Salesmen
 - D – None of the above
37. Direct Marketing Examples are:
- A – Hyundai and Honda
 - B – Amway and Eureka Forbes
 - C – Samsung and Nokia
 - D – All of the above
38. Planning Involves:
- A – Marketing Planning
 - B – Strategic Planning
 - C – Tactical Planning
 - D – All of the above
39. BCG Matrix is used in:
- A – Medical Treatment
 - B – Channel Analysis
 - C – Portfolio Analysis
 - D – Promotion Decisions
40. SWOT means:
- A – Standard way of Treatment
 - B – Strength Weakness, Opportunities and Threats
 - C – Strong ways of Tactics
 - D – None of the above
41. Situation Analysis: Consists of :
- A – Market Description
 - B – Product Review
 - C – Distribution Review
 - D – All of The above
42. Complex Organization Will be:
- A – Functional
 - B – Geographic and Product
 - C – Combination of all forms
 - D – Market form
43. Buying Behaviour is
- A – Cultural, Social, Personal and Psychological.

- affected by Factors like:
44. Buying motives involves:
45. Buying decision Process Starts with:
46. Special Characteristics Of Services Involves:
47. Holistic Marketing Involves:
48. Additional Dimensions of Services Involves:
49. Service Quality Model was Developed by:
50. The Champion of Consumer Movement in India was:
- B – Psychological and Cultural.
 C – Personal and Social
 D – None of the above
- A – Product Motives only
 B – Patronage Motives only
 C – Emotional / Rational motives
 D – All of the above
- A – Evaluation of Alternatives
 B – Need Recognition
 C – Information Search
 D – None of the above
- A – Intangibility
 B – Inseparability
 C – Variability
 D – All of the above
- A – Employees and Customers
 B – Company and Employers
 C – Customers and Company
 D – All of the above
- A – Four P's
 B – People, Physical Evidence and Process
 C – Price and Promotion
 D – Physical Evidence.
- A – Parasuram
 B – Zeithaml
 C – Berry
 D – All of the above
- A – Ralph Nader
 B – John F Kennedy
 C – M. R. Pai
 D – Mahalnobis

Answers

1. C	11. D	21. C	31. D	41. D
2. D	12. D	22. A	32. B	42. C
3. D	13. B	23. B	33. A	43. A
4. B	14. D	24. B	34. B	44. D
5. A	15. A	25. D	35. C	45. B
6. B	16. C	26. C	36. A	46. D
7. D	17. B	27. D	37. B	47. D
8. C	18. B	28. A	38. D	48. B
9. B	19. A	29. D	39. C	49. D
10. A	20. C	30. D	40. B	50. C

WEB – LINKS

1. www.softskillscourseware.Com
2. www.marketingterms.com
3. www.knowthis.com/management
4. www.jimnovo.com
5. www.top-marketing-sites.com
6. www.businessbookmall.com/marketing
7. www.immindia.com
8. www.marketingmanagementllc.com
9. www.mmglobal.org
10. www.marketingtoday.com

CASE STUDIES

1. Case Study:

OTIS INDIA

The elevator market in India is around Rs. 450 cores. Otis India has a market share of around 70%, Bharat Bijile, ECE, Mitsubishi, Hyundai are competitive brands Otis has a network, of about, 70 centres. The company launched a chip driven elevator model Otis – 300`F priced between Rs. 18 lakh and 28 lakhs. Hotels form an important segment in this category as lifts are important to consumers. The microprocessor model takes an optimal combination of destinations ensuring a quick landing at respective destination (specific floor). The product is also likely to save energy costs significantly. Otis 300 F has to target new buildings as old buildings will not have the infrastructure to take on the new model. Otis has also models for a huge replacement market which may be integrated in new lifts. It may be noted that grill type of lifts have been banned and this market may be integrated in a ‘no- grill’ lift at the lower end of the product line.

- (a) What are the segments that you identify for Otis 300F art of the technology lifts?
- (b) What should be your target marketing strategies in the above identified segments?
- (c) What would be your marketing strategies for further models in the replacement markets?
- (d) What channels, would you prefer for Otis 300F and replacement market?

2 Case Study

ZERISE DOCUMENTATION

Vinod Rao, a sales executive of Zerise Documentation Ltd., encounters the Head, Department of management studies of the University, to sell a photocopying machine. “We already have a photocopying machine. I am sorry Mr. Rao, we do not need any more machine”, Says the Head “But that machine you have now is kept in the library and I understand that it is fully employed. You have a very large quantity of course materials to produce. I feel you need some more couplers, suggested Rao. “Look Mr. Rao, we have six typists, and the supervisor to produce course materials, we also have a duplicating machine and operator. This arrangement takes care of all our requirements. Though additional facilities are welcome, we can not afford the luxury of additional photocopier

“But ... sir” pleaded Rao, when Head started moving towards registrar’s office. “Please give an appointment for a later date” requested Rao, “If you are very particular about meeting me, you may do so in next week. But I have already told that we do not need photocopiers now” said the Head.

Analyze the above case and answer the following questions.

- 1) Should Rao treat it as a closed chapter or should he meet the head again?
- 2) Assume that Rao intends to visit the head again. Draw up a strategy which would enable him to make the head favorably disposed.

- 3) If you were to be the sales manager of Mr. Vinod Rao , what suggestions you would have given to Mr. Rao?

3. Case Study

Main Frame computer Inc

In 2003 it became clear to Mr. Jack Bloom, chairman, Main Frame Inc (MCI), that MCI would have to change from selling technology boxes to any one who was interested to a more market oriented strategy based on selling integrated computing systems designed around specific customer needs (total systems solutions), into vertical markets (e.g., banking, retailing government agencies), The principal restraint in doing so was perceived to be MCI's two field sales forces.

The major account sales force (MASF) was organized nationally to deal with key accounts on a personalized client basis in long- standing relationships where MCI had developed an intimate understanding of the client's business operations and needs.

However, the General sales force (GSF) activity was characterized by quick- sales of relatively cheap systems to smaller account and with low levels of after sales – support. Though very good at its job, GSF was Product oriented and had no real interest in total solutions or in exploring customers underlying problems. GSF was paid largely on commission and aimed to make as many sales as possible on an opportunity basis and regardless of the market or niche in which the customer operated.

The problem for MCI was how to move to a vertical market orientation without i) alienating the GSF ii) expensive and lengthy retraining iii) avoidable disruption to turnover.

Questions:

- i) Write a brief presentation of the case.
- ii) What are the various options available for MCI?
- iii) If you are in the place of Mr. Jack Bloom, how would you solve this problem?

4. Case study:

RIXON COMPANY

Rixon company deals with industrial products which are supplied to public and private hospitals and health care centres.

The industrial marketing CEO, Mr. Sinha of Rixon consistently used to cut the advertising budgets.

To overcome this his managers, on several occasions, had presented Mr. Sinha evidence of a solid link among, advertising, market awareness, preferences, share of market and profit. Each time this occurred, the CEO, would maintain his skepticism.

Lately a manager brought to him the Momill study on advertising. It showed that, the average industrial firm can increase its market share by 30 percent when it backs up the sales force with advertising. Mr. Sinha, reflected on this against the range of his products / market situation and said “Thats only true sometimes” and leaned back.

Questions:

- i) If you were the CEO, Mr. Sinha, explain your position.
- ii) Discuss the role of advertising in industrial marketing
- iii) Can you come up with some arguments as a manager to change Mr. Sinha’s mind.
- iv) Which is more effective? Advertising or personal selling in industrial marketing.

5. Case Study: Savi Jeans

Savi, the jean maker, was exposed heavily to the eastern part of India, with a clear focus on the Calcutta market from the year 1988-1995. The market for denim wears at that point of time was not high. Hence, the competition was also low. Savi took the advantage and became a dominant player in the east, especially in Calcutta. The target segment was middle class and the prices were all around RS. 350/-

After 1995, since Savi started concentrating more on export and neglected the home market, problems became more numerous like poor supply, bad quality, unacceptable fits etc., till the year 1997. These two years created a vacuum in the market and other brands took the advantage to put a tight grip on the market.

The craze for denim wear had increased manifold and the industry was growing at the rate of 25 percent annually. The basic rule of the game was to offer to the consumer good fitting jeans (tight or. loose) with better finish. Different colours were also introduced apart from conventional blues.

Mean while, after consolidating the export operation, Savi planned a come back move and in continuance of the same, they launched a basic five pocket jeans in fashion, in a series of colures priced at RS. 720/-. It was available in all good readymade apparels shops and exclusive denim outlets.

Savi, as a brand, had got a high recall but compared to that the product acceptance was low. This was primarily because of the price factor which was clashing with brand image and this segment was dominated mostly by imported brands like Wrangler, Pepe and highly perceived quality Indian brands like Bare, Killer, Trigger etc. Hence, anybody ready to spend RS.720/- felt like spending a little more and buying an imported brand, or highly perceived Indian brand. Also, Savi had just one good fit, which was tight fitting and in others, fits were not all that good. Other brands were offering the consumer multiple fits to choose from.

Answer the following:

- a. Identify the problem (s) in this case
- b. Should Savi continue with the same market segment or identify a new segment? Explain your stand.
- c. Elaborate upon the marketing mix Savi must design to position itself in the identified target market.
- d. Draw a hypothetical perceptual map of branded jeans and indicate the position of Savi jeans based on the stand you have taken.

