

As a part of their drive for efficiency, supermarkets like Reliance Fresh have a tendency to move food between large warehouse and processing centers. Through the time, Reliance Fresh has demonstrated its ability to listen to what customers want, and this has been true in respect of its distribution system of exclusive retail outlets in Metros and Mini Metro cities.

(A) Comment on the distribution strategy adopted by Reliance Fresh. 7

(B) Assess the factors affecting channels of distribution for primary products like fruits and vegetables. 7

M.B.A. (Semester—II) Examination

MARKETING MANAGEMENT

Paper—MBA/205

Time—Three Hours]

[Maximum Marks—70

Note :— (1) Attempt ALL questions.

(2) Figures to the right indicate marks.

SECTION—A

1. (a) What do you mean by the term 'Marketing Management' ? Discuss in detail customer, orientation, system approach and goal orientation of Marketing Management. 14

OR

- (b) Explain the term 'Marketing Environment and Environmental Scanning'. Discuss the various micro and macro environmental factors affecting the marketing process with suitable example. 14

SECTION—B

2. (a) Define the term Marketing planning. Explain the basic elements of strategic Marketing planning. 7

- (b) Recently Ringing Bell Private Company Ltd. announces the lowest priced smart cell named as 'Freedom-251'. The cell is kept at price ₹ 251 only. Ringing Bell has set up an advisory board to penetrate the fastest growing cellular market in India. Suggest suitable Marketing Mix strategy for FREEDOM-251. 7

OR

- (c) Explain the concept of BCG Model and GE Matrix as a strategic marketing tools. 7
- (d) Comment and evaluate the market segmentation and positioning strategy of 'Patanjali Atta Noodles' to counter Maggie's Noodles. 7
3. (a) Enlist and explain in brief various steps in NPD i.e. New Product Development. 7
- (b) Comment and justify on the pricing strategies adopted by the following product and services :
- GHADI Detergent Powder and Cake
 - GARIB RATH Train by Indian Railway. 7

OR

- (c) "Packaging acts as a silent sales person." Justify the statement by considering the importance of the packaging. 7
- (d) VLCC a leading personal grooming saloon chain for both men and women in your city. List down your ideas for new products/services, or service improvements offered by the outlet. Explain how your ideas could be most effectively communicated to the senior decision makers. 7

SECTION—C

4. (a) What do you mean by the term 'Personal selling' ? What are the differential features of personal selling ? 7
- (b) "Marketing research starts with the problem identification and ends with the problem solution." Justify. 7

OR

- (c) Define the term Advertising. What are the functional areas of an advertising agency in general ? 7
- (d) What are various trade orientated sales promotion schemes ? Explain in brief with suitable example. 7

SECTION—D

5. For previous generations, the availability of fresh fruits and vegetable was governed by the time and year and location where you lived.

The fresh fruit and supermarket in India is at growing phase but has been continuous innovation in the ways it seek to satisfy customers needs. By and large, Reliance Fresh, have been key drivers of the value chain for the vegetable and fruits as well. They have built a trust with their customers' who can trust the freshness and reliability of the supply. The efficiency of the logistics and the bargaining power of the supermarkets has often led to the price being charged at local market.