

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI  
(END SEMESTER EXAMINATION)**

**CLASS: MBA**  
**BRANCH: MANAGEMENT**

**SEMESTER : I**  
**SESSION : MO/2024**

**SUBJECT: MT420 MARKETING MANAGEMENT 1**

**TIME: 3 Hours**

**FULL MARKS: 50**

**INSTRUCTIONS:**

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
2. Attempt all questions.
3. The missing data, if any, may be assumed suitably.
4. Before attempting the question paper, be sure that you have got the correct question paper.
5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.

---

		<b>CO</b>	<b>BL</b>
Q.1	Orient Electric India's leading electric appliance brand has a presence in categories of Fans, lighting, water heaters, small appliances, switchgears, air coolers etc. Assuming that the company looks forward to diversify further and enter in the category of residential Air Conditioners offering products in the same range as other players in the category, develop a marketing plan for the company for India market.	[10]	1 6
Q.2	For the situation listed in question 1, assume that the company strategizes to build the Air conditioner brand largely looking to capitalize on the existing brand equity based on its deep rooted presence in the country and its reinvention as a modern appliance brand. Develop a positioning strategy for the brand clearly specifying its USP, POP and POD. Give reasons as to why you feel the proposed positioning strategy would be effective.	[10]	1 6
Q.3(a)	HUL has a very wide range of products in its range. Drawing reference to the company explain the complexities in managing lengthy product lines.	[5]	3 4
Q.3(b)	In view of the recent trend of frequent re-launch of brands of yesteryears explain the rationale and relevance of the product lifecycle concept.	[5]	3 5
Q.4(a)	Describe the key channel management issues for consumer durable companies in the country	[5]	3 2
Q.4(b)	Describe the concept of vertical marketing system and Horizontal marketing system. Describe a situation where the vertical marketing system would be used.	[5]	3 3
Q.5(a)	Since anyone can publish on the internet, the credibility of communication is always an issue. For example companies may pay blog writers for writing in favour or against adversaries. Explain how IMC can be used to address such challenges from the adversaries.	[5]	5 5
Q.5(b)	For the proposed product listed in question 1 prepare a web site layout and write content for the "Home" and "About us" pages.	[5]	5 6