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MIBS 404

First Semester M.B.A. (IB) Degree Examination, December 2018
INTERNATIONAL BUSINESS
Marketing Management

Time : 3 Hours

Max. Marks : 70

SECTION – A
(Compulsory)

Note : Answer to the question should **not** exceed **six** pages. **(1×15=15)**

1. “Firms which systematically analyse and diagnose the marketing environment are more effective than those which don’t. Elucidate.

SECTION – B

Note : Answer **any five** questions. **Each** question carries **8** marks. Answer to the question should **not** exceed **five** pages. **(5×8=40)**

2. What is marketing information system ? Explain the components of a good marketing information system.
3. Industrial buying behaviour is different from consumer buying behaviour. Comment.
4. Critically examine new product development process with suitable examples.
5. Describe the steps in pricing decisions. What are some of the special pricing methods ?
6. Explain the components of promotion mix strategies.
7. Discuss the channels of distribution for the marketing of mobile handsets.
8. Explain the differences between rural markets and urban markets and bring out the significance of rural markets.
9. Explain the recent trends in global marketing.

P.T.O.



SECTION – C
(Compulsory)

Note : Answer to the question should **not** exceed **six** pages.

(1×15=15)

10. The company, Satyam Plastics, specializes in the manufacture and marketing of moulded plastic products used as components of other products such as cars, motorcycles, planes and other equipment. Satyam's products have a reputation of being unique, durable resistant to breakage, and a very long life and are considered as far superior than any other competing products available in the market. Satyam's product development has particularly focused on wear and tear and problems with breakage are important factors influencing buying decisions of buyer organizations. In the applications where the ability to mould plastics into unique shapes and light weight are important, Satyam has the advantage over metal products because of its strength and impact resistance requirements, than are higher than normal. Product failure in these applications can result in considerable repair expenses, loss of productivity, inconvenience and even physical danger.

Recently Satyam hired the services of a marketing research firm to learn about the customer needs and importance ratings of purchase criteria as well as customer perceptions of Satyam relative to competitors. The top three purchase criteria among current customers and non-customers are as follows :

Table 1 : Purchase criteria and perceived performance among current customers.

Purchase Criteria	Importance	Competitive position
Product's life	30%	Very good
Brokerage	25%	Very good
After sales service	15%	Very good
Product price	14%	Poor
Availability	10%	Very poor
Delivery	10%	Poor



Table 2 : Purchase criteria and perceived performance among non-customers.

Purchase Criteria	Importance	Competitive position
Availability	30%	Very good
Price	20%	Poor
Delivery	15%	Poor
Product's life	5%	Very good
After sales service	3%	Very good
Brokerage	2%	Very good

It was decided by the management that soon another survey should be conducted to learn how purchase decisions were made both by current buyers and non-customers.

Questions :

- 1) Which target market should Satyam focus upon ? Explain.
 - 2) What additional benefits does the management think would come out of another survey ?
 - 3) How should Satyam handle non-customers since they appear to be a big market segment ?
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