

M.B.A. DEGREE EXAMINATION, JUNE 2007.

Second Semester

Common for HRM/Marketing/Finance/International
Business

Paper VII — MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE out of the following.

1. State the ingredients of marketing system.
Elaborate.
2. What are the ingredients of promotion mix?
Elaborate.
3. Discuss the steps involved in planning and development of a new product.
4. Explain the advantages of online marketing.
5. Write short notes on the following :
 - (a) Market segmentation
 - (b) Marketing mix.

Although there are some signs of a recovery, there is increased concern by many Deere dealers over the farm equipment manufacturer's setting market share goals that the dealers view as unrealistic. What has also angered the dealers is the manufacturer's policy of establishing so many dealerships that they must aggressively compete against one another, as well as Deere's selling used equipment over the Internet and new equipment through mass merchandisers in competition with the dealers.

To meet its corporate sales objectives, Deere wants each of its dealers to have a 10 to 30 percent market share in its area. To meet these goals, dealers frequently sell farm equipment in an adjacent dealers territories and or agree to cut prices to make sales . While imposing these market share goals, Deere has expanded its number of dealers. According to one observer, a dealer ideally should have a 35-mile, radius free from other Deere dealers. But, Deere only provides a 9-mile radius per dealer. Thus, there may be 48 Deere dealers

in a state which should have only 9 dealers. In comparison with leading competitor Caterpillar (www.caterpillar.com). which has fewer than dealers on a nationwide basis, Deere has more than 1,600 ft. equipment dealers.

The large number of dealers also means that if Deere develop a hot-selling product,' a dealer may not be able to option ordered quantity For example, Deere recently developed a spcialty mower designed for golf courses. Deere's sales target wide-area mower was for 1500 units. When a Detroit-area that markets Deere products to golf courses throughout ordered 40 such mowers, Deere refused the order. Deere said wanted ro provide sufficient quantities for all of its dealers.

Dealers have also been angry that Deere wants then to advice lawn tractors that are sold through such mass merchandise as Home Depot. One Detroit dealer remarked, "We're fighting battle against Home Depot and it looks like we're handling the guns and ammunition,' In retort to this complaint, argues that

6. Elaborate the factors that influence buyer behaviour.
7. Analyse the external uncontrollable factors which affect marketing environment.
8. Discuss the importance of publicity in the marketing strategy of a firm.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE out of the following.

9. Discuss the various internal and external factors which determine the pricing strategy of a firm.
10. Define the term sales promotion. Explain various sales promotion measures which are popularly adopted in firms.
11. Write elaborately about the alternatives used in positioning a product to the market.
12. Explain any two web based marketing programmes with examples.
13. Discuss the economic implications of advertising. How would you measure advertising effectiveness?
14. Discuss the functions of different channels of distribution.

this repair service will lead to increased sales by traditional dealers.

Lastly, dealers are concerned about Web-based dealers DirectAg.com (www.directag.com) that have negotiated with pliers like Deere to sell a portion of its used farm equipment it goes off lease

Questions :

1. Comment on the conflicting goals of Deere and its dealers.
2. Is channel conflict between Deere and its dealers inevitable. Explain your answer.
3. How can Deere attempt to resolve this conflict?
4. What would you do as a Deere dealer to increase your share in the channel relative to Deere?

15. Explain the strategies adopted for building brand image. What are the elements of a brand?

16. Discuss the emerging trends in retailing.

SECTION C — (1 × 20 = 20 marks)

Case Study — Compulsory.

17. (Enclosed) “Oh Deere : A Dealer Channel under stress”.

Many Deere dealers acknowledge that Deere (www.deere.com) makes the best machines a farmer could buy and that Deere is committed to its dealer network. Nonetheless a significant amount of dissatisfaction and conflict exists among Deere’s dealers. In general, (farm equipment sales have been weak in recent years due to low prices on agricultural commodities that left farmers with little profits to spend on heavy equipment such as tractors and combines.

One farm equipment dealer whose family has owned its dealership since 1946 sums up the situation this way; “We had a profitable business for a long time, and nobody questioned Deere. But there’s no profitability anymore, and there’s a lot of dissatisfaction out here”. In that dealer’s 28-year association with Deere, profit margins have dropped from 20 percent to about 6 percent.