

CC- 608 Marketing Management

Time - 3 Hour

Maximum Marks:50 (Pass Marks: 20)

The question paper contains 1 printed page.

- Q1. What were the three major changes in rural infrastructure in recent years? What opportunities will they provide to rural markets, and how? Think of a village of your choice and explain what three changes you will make there from a marketing perspective to increase your consumer base. (10 marks)
- Q2. You are the marketing manager of ‘ Ravi Computer’ Classes Pvt. Ltd – the only computer class in the Madhubani area of Bihar. Recently, a leading national computer education brand has started its centre and targeted the same set of customers as yours. You are afraid of losing the market and want to identify newer segments to target. What possible ways of segmenting the markets would help you in the process? (10 marks)
- Q3. Small packs like Sachets do well in categories that are sold on convenience or those that are targeted to women. Do you agree with the statement? Explain with suitable examples. (10 marks)
- Q4. Your client ‘Healthy Chocolates’ is a leading distributor and manufacturer of chocolates. According to Mr. Kuldeep Singh, CEO of the company, the traditional strength of selling chocolates in rural India has been with grocery stores, which still account for the majority chocolate sales of Healthy Chocolates. But, ‘Kids Baazar’, a kid’s food chain startup, has been growing at a healthy rate of almost 15 per cent per year and has now become ‘Healthy Chocolates’ largest customer. Mr. Kuldeep Singh is not sure how to react to this as a distribution strategy. Being a rural market distribution consultant, he has asked you for advice on this. (10 marks)
- Q 5 Imagine you are the product development manager in a fairness cream manufacturing company. How would you augment the product and create its brand identity in rural markets? (10 marks)