

**2/H-65 (vi) (Syllabus-2015)**

**2 0 1 7**

**( April )**

**BUSINESS ADMINISTRATION**

**( Honours )**

**( Principles of Marketing )**

**( BBAH-203 )**

*Marks : 75*

*Time : 3 hours*

*The figures in the margin indicate full marks  
for the questions*

**PART—A**

**( Marks : 15 )**

**UNIT—I**

**1. Define Marketing Myopia.**

**3**

*Or*

Define the terms 'customer's want' and  
'customer's delight'.

( 2 )

UNIT—II

2. What are different stages of product life cycle (PLC)? 3

Or

Define the term 'brand'. What are the elements of a brand?

UNIT—III

3. What is market skimming? 3

Or

Describe the 'target return pricing' method.

UNIT—IV

4. Differentiate between multimarketing system and horizontal marketing system. 3

Or

What are the elements of marketing communications?

( 3 )

UNIT—V

5. What is the significance of bargaining power of the buyers in Michael Porter's five forces model? 3

Or

What are the elements of the marketing plan?

PART—B

( Marks : 50 )

UNIT—I

6. What is 'target marketing'? Describe various strategies a firm can adopt after the market has been segmented. 3+7=10

Or

Discuss the following concepts of marketing : 5+5=10

- (a) Production concept  
(b) Societal marketing concept

UNIT—II

7. Briefly explain various branding strategies. 10

( 4 )

Or

Discuss the marketing strategies that can be applied at the growth and maturity stages of the product life cycle.

UNIT—III

8. Discuss the impact that factors other than costs will have on the selection of the final price for a product. 10

Or

Discuss various factors that lead towards lower price sensitivity for the customer.

UNIT—IV

9. Discuss various steps a firm would undertake while designing its marketing channel. 10

Or

Explain the process you would use when designing the sales promotion campaign for an FMCG product.

( 5 )

UNIT—V

10. Discuss the threat of new entrant and substitution in determining the long-run attractiveness of a market. 10

Or

Briefly explain how the expansion of the total market and market share works as a competitive strategy for market leaders.

PART—C

( Marks : 10 )

11. Analyze the case and answer the given question :

Ford drive to be a Global Car Company. Since it started in 1908, the Ford Motor Company has grown to employ more than 338000 workers and market its products in over 200 countries. Ford has more than 10500 dealers worldwide and holds a 13% market share of the world car market. It became clear that one of the world's oldest automakers also planned to become the largest when Alex Trotman became Chairman and CEO of Ford in 1993. Trotman initiated Ford 2000, a program that

consolidated the North American and European operations and created a global management team that would eliminate duplication, initiates the best practices, and use common components and designs. The results have been astounding as Ford solidified its position as the second largest automakers in the world with revenues of \$128 billion.

Ford's Web page (<http://www.ford.com>), connects the browser to showroom Boulevard, a history of Ford, financial and investment services, Ford news briefs, the global home page, electric vehicle, and a dealer locator. The vintage vehicles section gives a short history of Ford's classic cars, including the Model T, Model A, Mustang, Thunderbird and Edsel. One of the most interesting features is a link that allows customers to fill out a questionnaire and to register as an 'on-call' team member. The questionnaire contains questions related to frequency of driving, how a vehicle was acquired and a number of demographic questions. A member of the Ford World Wide Web

Customer Focus Team receives information from Ford via e-mail about incentive programs and announcements of new products and services.

*Question :*

Do you think Ford will be successful in its drive to be a global car company? Why or why not?

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