

MBA 31MARKETING MANAGEMENT II

Max. Marks: 60

Duration: 3 Hours

Part A

Answer all questions. Each question carries 2 marks

1. Define Direct Marketing.
2. Define Physical Distribution System. What are the elements of Physical Distribution System?
3. What is Sales Promotion? How does it differ from Public Relations?
4. Define Marketing Information System. What are the components of Marketing Information System?
5. Define Competitive Advantage. What are the significances of Competitive Advantage?

(5x2 marks = 10 marks)

Part B

Answer any 3 questions. Each question carries 10 marks

6. What do you mean by Channel Intermediaries? What are the various Channel Intermediaries found in current era of marketing?
7. Explain how modern businesses use AIDA in their business strategy.
8. What is Marketing Organisation? What are the factors influencing size of Marketing Organisation in the globalised world?
9. Define Marketing Control. Explain various Marketing Control Techniques in detail.
10. Explain characteristics of services along with their marketing implications

(3x10 marks = 30 marks)

Part C

Compulsory question, the question carries 20 marks

11. Read the case study given below and answer the questions given at the end of the case.

Indian agriculture is characterised by low productivity and low income and hence investment in agriculture is also declined. This system has to be changed, money has to be pumped into the system in ways other than the conventional means of agricultural credit. Axis Bank at this context wants to exploit the present opportunity with suitable products and prices. That is "Kisan credit card".

What is a Kisan credit card?

Kisan Credit Cards are offered to farmers in India in order to enable them to access affordable credit for farmers. Reserve Bank of India (RBI), along with National Bank for Agriculture and Rural Development (NABARD) initiated the conception of Kisan Credit Cards (KCC), in order to assist agriculturists to have easily accessible cash credit facilities.

This card allows farmers to obtain timely and adequate credit without any hassles such as the repeated credit screening processes undertaken by banks. Some of the highlights of the Kisan Credit Cards are that it provides flexibility in terms of

A 3TA002R

repayment, which can be rescheduled in the event of unforeseen incidents like a bad crop season, with term extensions for a period of up to four years, and so on. Kisan credit card is valid for up to five years and is dependent on the annual renewals. The farmers can access the credit through card withdrawals or through bank withdrawal slips, and also have a passbook to record their transactions.

Questions:

- a) Basing on the situation, you are required to design a marketing mix for this product to be introduced into rural markets in Kerala, so that agriculturists can be uplifted.
- b) What kinds of promotion activities can you suggest to Axis Bank?
- c) For a company with a primarily urban presence, how would you suggest that they modify their advertising message, media chosen and timing of their advertisements for the rural markets?
- d) Analysing the situation, enlist the obstacles to be faced by Axis Bank in marketing this product.

(20 marks)