

## IMT- 02

### MARKETING IN ACTION

**Notes:**

- a. Write answers in your own words as far as possible and refrain from copying from the text books/handouts.
- b. Answers of I<sup>st</sup> Set (Part-A), II<sup>nd</sup> Set (Part-B), III<sup>rd</sup> Set (Part – C) and Set-IV<sup>th</sup> (Case Study) must be sent together.
- c. Submit the assignments in IMT CDL H.O. along with the assignments Question Papers for evaluation .
- d. Only hand written assignments shall be accepted.

<b><u>A. First Set of Assignments</u></b>	5 Questions, each question carries 1.5 marks.
<b><u>B. Second Set of Assignments</u></b>	5 Questions, each question carries 1.5 marks.
<b><u>C. Third Set of Assignments</u></b>	5 Questions, each question carries 1.5 marks. Confine your answers to 150 to 200 Words.
<b><u>D. Forth Set of Assignments</u></b>	Two Case Studies : 7.5 Marks. Each case study carries 3.75 marks.

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#### SECTION - A

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1. There are different kinds of retail stores –small, medium and very large. List down the various types of retail stores which are there.
2. write short notes on the each type on the meaning and relevance of convenience stores.
3. what are hyper markets ? what is their use?
4. Weekly haats are India's own retail format- comment on that
5. What is the difference between general retail stores and specialty stores .

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#### SECTION - B

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1. Explain the concept of dynamic pricing of services.
2. For what kind of services is dynamic pricing appropriate?
3. Give at least 2 examples of dynamic pricing.
4. How does dynamic pricing help getting higher revenue?
5. Dynamic pricing is good for consumers-explain the concept

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#### SECTION - C

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1. How is sales promotion different from advertising?
2. List five popular form of sales promotion that you are aware of and have seen in your personal experience .
3. How is sales promotion different from publicity.
4. How does coupons work in sales promotion?
5. How does road shows help in sales promotions?

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## CASE STUDY - 1

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An Indian software company Billsoft wants to launch its call billing packaged software CALLBILL internationally. It has identified 10 countries initially for its launch. It has also identified and signed up distributors in each of these countries. However once challenge it faces is in the retail MRP price-as it realizes that prevailing competitive prices in each of the markets is different and can vary as much as by 40-50%. If it keeps too much price difference between different markets, it is also afraid that one distributor may end up buying from a distributor in another country-where the prices are lower-thus undercutting the company.

1. What is the underlying problem here?
2. If you were the international marketing manager of Billsoft-how will you address the problem?

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## CASE STUDY - 2

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The product management group of a fast going Indian mobile handset manufacturing company is keep to maintain the growth. In the fast growing mobile market in India- it realizes that it needs to have a major product release every year- just to remain competitive and its market share. It has long back decided to focus on the mid-market – i.e. smart phones in the Rs. 6000-Rs. 12000 mid range. However the challenge is that –even in the mid range- phone companies have started offering high end features which was not the case before.

As its product managers huddle together with their small but capable in house R&D team, the challenge is not today but tomorrow- trying to make a plan , design and prototype which will be launched before Diwali 2015. The challenge is in trying to guess the consumer preference more than 1 year from now .

1. What should the company do in order to be bring out a unique , well liked product next year?
2. How does the company insulate itself if this huge R&D and investment fails and the much awaited product is not accepted by the consumers ?