

BE (Chemical)-MBA, Semester-7th
Marketing Management (MST-1, October 2021)

Time: 1 hour

Max Marks: 25

Note: All questions are compulsory.

1. Imagine you are a marketing manager of a new web based company. Discuss how you would decide which of the environmental forces to monitor and why? (3+3)
2. Explain the difference between a straight rebuy, modified rebuy and new task purchasing situation. What implications do these concepts have for the marketing of industrial products? (3+3)

3. Case Study : Beta Communications

BETA is a telecommunications company marketing state of the art telecommunications equipment. The company is currently in the process of developing a new generation type of mobile phones. When developed, this phone will enable users not only to make standard telephone calls and connect to the Web, but will have a small screen which will enable users to view the person at the other end of the line in high definition, unlike competitors' models whose definition characteristics leave a lot to be desired. Needless to say, investment to develop the technology and market the product is substantial.

As part of the development process, the company is eager to find out more about potential customers for this product. In particular, they are interested in finding out if there is a market for the product, how big this market might be, and how customers will respond to this concept. They propose hiring a specialist market research agency with skills in the area of researching buyer behaviour, particularly for new product concepts.

Questions :

- a. What areas of buyer behaviour should this proposed research encompass, and why?
- b. What information you will collect from the potential buyers which will help in designing marketing mix elements?

(6.5+6.5)