



**RF-4317-18**

**M. B. A. (Sem. II) (F.T.) &  
M. B. A. (Sem. II) (Eve.) (ATKT) Examination  
April / May – 2010  
CP - 201 : Marketing Management  
(Old Course)**

Time : 3 Hours]

[Total Marks : 100

**RF-4317**

**Instructions :**

(1)

नीचे दृशावेव निशानीवाणी विगतो उत्तरवडी पर अवश्य कभवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="M.B.A. (Sem. 2) (F.T.) &amp; (Eve.) (ATKT)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="CP-201 : Marketing Management (Old)"/>	<input type="text"/>
Subject Code No. : <input type="text" value="4"/> <input type="text" value="3"/> <input type="text" value="1"/> <input type="text" value="7"/>	Section No. (1, 2,.....) : <input type="text" value="1"/>
Student's Signature	

- (2) Attempt both sections in **separate** answer books.
  - (3) Both sections carry **50** marks each.
  - (4) Q.1 in section 1 and Question 5 and 6 in section -II are **compulsory**.
  - (5) Attempt any **two** from Q. 2, 3 and 4.
- 1 Which are the different orientations that firms can have towards the market place? What does holistic marketing orientation mean to you and how does it determine the prospects of a marketer in today's marketing environment. **6+12**
- 2 How can the gap analysis be used to manage service quality for a DTH (direct-to-home) service provide? **16**
- 3 Explain the different levels of market segmentation and the bases on which a market for cosmetics can be segmented? **8+8**
- 4 Attempt any **two** : **16**
- (i) Market Challenger strategies
  - (ii) Customer Perceived Value
  - (iii) Socially responsible marketing
  - (iv) Marketing Information System

**Instructions :**

(1)

नीचे दर्शाविए निशानीवाणी विगतो उत्तरवही पर अवश्य लખवी. Fillup strictly the details of signs on your answer book.		Seat No. :	
Name of the Examination :		<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	
<input type="text"/> M.B.A. (Sem. 2) (F.T.) & (Eve.) (ATKT)		<input type="text"/> Student's Signature	
Name of the Subject :			
<input type="text"/> CP-201 : Marketing Management (Old)			
<input type="text"/> Subject Code No. :	<input type="text"/> 4 <input type="text"/> 3 <input type="text"/> 1 <input type="text"/> 8	<input type="text"/> Section No. (1, 2,.....) :	<input type="text"/> 2

- (2) Attempt both sections in **separate** answer books.  
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 (5) Attempt any **two** from Q. 2, 3 and 4.

## 5 Pizza Hut India

32

Pizza Hut is the leading casual dining restaurant in India. Pizza Hut made its foray into India with a restaurant in Bangalore in June 1996 and was the first international restaurant chain to enter this category and can be credited with pioneering the pizza market in India. Its great tasting pizzas and trademark dining experience have made it possible for the company to register a double-digit growth and scale up its presence to its current size. With a 27 per cent market share of the eating-out market and over 70,000 footfalls per day across the country, Pizza Hut is geared to provide diners with the ideal place to build memories and relationships over delicious food. Pizza Hut is the world's largest casual dining restaurant chain with over 13000 restaurants across 97 countries and 143 states across 34 cities in India.

Since Pizza is a food foreign to the Indian palate, Pizza Hut tried to develop a bond with the Indian consumer. Pizza Hut went in for an Indianization campaign. They created Indian toppings and vegetarian pizzas such as Chicken Tikka, Spicy Korma and the Tandoori range, which have been extremely successful. The world's only 100 per cent vegetarian Pizza Hut outlets are located in Ahmedabad, Surat and Mumbai's Chowpathy, and a special Jain menu without root-based ingredients; are again a reflection of the

company's adaptation to the local preferences. Dressings on the salads are completely egg-less.

Pizza Hut's advertising strategy also lays emphasis on it being an international brand with an Indian heart. Its communication is reflective of family values and family bonding (the arranged marriage commercial).

The company understands that the Indian consumer is value-conscious, and not price-conscious. Pizza Hut continuously reinforced its product quality and standards to remain in sync with the Indian consumer.

The target market for the company is the young adults (18-29 years). The overall marketing strategy such as the launch of innovative new product ranges every couple of months, or the frequent introduction of exciting customer initiatives, or communication campaigns are centered on this group.

In India, eating has evolved into a form of entertainment. In an effort to provide that overall dining experience, Pizza Hut not only serves the best pizzas, but also sings and dances for the customers. The staff members dance to disco tunes in Mumbai and do 'bhangra' in Amritsar. Families with young children are also recognized as an integral segment of the target audience. Birthday parties and get-togethers are a regular feature at this fast-food joint.

Pizza Hut wants to satisfy its customers by offering them the best, and expects every employee to be a 'customer maniac'.

- (i) Would you term Pizza Hut a 'customer centric' company? Justify.
- (ii) What would be the Opportunities and Threats for Pizza Hut in India in the years to come?

**6** Attempt any **three** :

**18**

- (i) Maturity Stage Strategies
- (ii) SWOT Analysis
- (iii) Promotion mix
- (iv) Commercialization phase of NPD
- (v) Buying decisions