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Course Name: Marketing Management (**Course Code**: CC 302)

E-Content Material

UNIT-1

Service Marketing & Customer Relationship Management

Q.1 Give meaning of Service Marketing.

A.1 The American Marketing Association defines Service Marketing as an organizational function & a set of processes for identifying or creating, communicating & delivering value to customers and for managing customer relationship in a way that benefit the organization and stakeholders.

In normal words, service marketing is the marketing and selling of intangible products (non-physical products).

Ex. of service marketing are education service, medical care, renting of living spaces, Beauty care services, Dance classes etc.

Q.2 Explain different factors to be considered in Marketing services.

A.2

- Public Relation
- Demand & Supply of Services (Demand of Bus services during office hours)
- Additional Facilities (in services) (Bus Service – AC, Tap Recorder)
- Incentive
- Trust - worthiness
- Price Issues
- Explanation of services to customers (Service Timing)

Q.3 Give meaning of Customer Relationship Management & its characteristics.

A.3 According to Scott Hornstein, "CRM is the delivery of Customer care as a strategic product within measurement and reward focused on generating happier customers that stay longer and busy more."

This concept focuses on to increase turnover and profit through satisfying customers and keeping them connected with the company.

Characteristics of CRM:-

1. Consumer focussed activity
2. Objective Activity/Aim for CRM of Business
3. Human Approach
4. Old Approach
5. New concept to solve the Issue
6. Use of IT
7. Continuous Activity
8. Development Oriented Concept

Q.4 Benefits of CRM by the management.

A.4 Benefits are as follows:

1. Effective Marketing Strategy
2. Retaining the customers
3. Life Time Customers
4. Number of Customers Increases
5. Effective Planning of Products
6. Planning of Product Development
7. Effective Planning for After Sale Services
8. Effective Sale Budget
9. Guidance to Research & Development Department
10. Increase in Product Line
11. Advantages of Product Life Circle (PLC)
12. Control on Advertisement Expense
13. Prestige Increases

Q.5 Write a short note on Loyalty Programme.

A.5 Consumer's loyalty & profitability are found different in each single case. From this view point, many companies have implemented various loyalty programmes for their product & service being used by the consumers:-

1. Rebate in Premium by Insurance Companies
2. Maruti Ltd. Provides loyalty bonus to existing car holders who wants to sell old car & purchase new car.
3. Fast food companies issues tokens/coupons to the consumers for a specific time.
4. Automobile companies provide free cleaning service at their service station.
5. Airline companies offer special offers to their regular consumers on special occasion during the year.
6. Some hotels offer lower rates to their regular customers.

Benefits of Loyalty Programme:

1. Increase long time consumers to set higher profit and steady consumer groups.

2. Company offers specific benefit to their regular & permanent consumers.

3. Consumers are satisfied due to their reward by company.

4. Company's offers announced earlier to the consumers to attract them before festival time.

5. Under this programme, Marketing Management make the strategies related to product/service and increase sales.

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Q.6 Write a short note on Significance of Customer Selection.

A.6 As per Rajiv Lal, John Kwelsh & Kasturi Ranjan, "Whom we serve affects who we are & who we are, affects whom we can serve."

The significance of Customer Selection can be found out through following matters:

1. Capability of firm
2. Value of Customer
3. Continuity of selection process
4. Altitude of Customer's Group
5. Profitability
6. Purchasing by Small Customers

Q. 7 Discuss various techniques/methods of measuring Customer Satisfaction.

A.7 Following methods are used to measure customer satisfaction:

1. To collect Feedback

2. Drawing right conclusion on customer loyalty

3. Customer Stability Rate (CSR) = Customer related to company

$$\text{--} \times 100$$

Total Customers came in contact with the company

4. Customer Complaint Rate (CCR) = Complaint received through the year

$$\text{--} \times 100$$

Total num. of Customers through out the year

5. Sales Satisfaction Index (SSI)

6. Customer Satisfaction Index (CSI)

   Customer's attitudes are known through their complaints, loyalty & stability.

UNIT-2
Retailing in India

Q.1 What is Retailing?

A.1 According to **Cundiff & Still**, "Retailing consists of those activities involved in selling, directly to ultimate consumers."

Q.2 Explain importance of Retail Business.

A.2 Following are importance of Retail Activity:

1. Satisfies various needs
2. Creates time utility
3. Does Packing of small quantity
4. Various marketing activities
5. Transports goods

6. Provides credit

7. Incurs risk

8. Variety in ready stock

9. Provides understanding & explanation of products

10. After-sale services

11. Communication

Q.3 Write short note on Retailing in India.

A.3 Distribution of products are tough task in the country like India for manufacturers. Retailers are the last channel in distribution. Retailers purchase products from manufacturers or wholesalers and sell it them to the consumers, so consumers do not ignore and thats why consumer is a king of the market.   Continue…………

Retailers sell products from wholesellers at reasonable price and resale it to the customers, and make reasonable profit. India is a wide market and big number of villages, so market like India does not avoid market opportunity in this technological era. In India, different other types of market like super market, hyper market etc. are available. So, many retails have appear.

Retailing in India is wide business activity, some following points make it clear:

1. Retail sector keeps enlarging
2. Main drivers of growth of retail in India
3. Retail business increase in many cities
4. Composure caliber and capability of retailer
5. Growing power of the retailers
6. Job provider

Q.4 Write a note on Margin Free Chains (MFC).

A.4 This is a new concept to expand retail business, to provide/sell product discount or below MRP to customers. Mainly there are two types of chains emerged in Kerala state:

(A) Margin Free Super Market

(B) Margin Free Market (Part of Super Market)

Sell products below MRP also can make profit and increase sell.

Other than above two types for increase selling activity are as below:

(C) 'The Loot' Stores

(D) Star India Bazaar by Tata Group (Hyper Market Store)

Q.5 Explain factors responsible for the spread of mall in India.

A.5 Factors are as below:

1. Important shopping location
2. All class of customer
3. Retailers do not prefer to locate their shops in the malls
4. Mall is not proper for all type of stores
5. Mall marketers consider the benefits of multiplexes
6. Mall has become a social destination and indicates changing life style
7. Malls attract visitors through high offer

India from the view point of Retailing:

In India, retailing market is going to be developed. So some important updates are found and will be seen. As per the population in India, Middle class is the foundation stone of retail. In some stores, only important and big items are sold. Small stores are located nearer to the customer's home. These type of stores provide credit and home delivery facility. Both situation needs to expand the retail market speedily and steadily.

UNIT-3
Rural Marketing in India

Q.1 Meaning of Rural Marketing.

A.1 "Rural marketing is a process which starts with a decision to produce a saleable form commodity and it involves all the aspects of market structure or system, both functional and institutional, based on technical and economic considerations, and includes pre and post – harvest operations, assembling, grading, storage, transportation and distribution."

In other words, "Rural marketing is a process of developing, pricing, promoting and distributing rural specific goods and services leading to desired exchange with rural peoples to satisfy their needs and wants, and also to achieve organizational objectives."

Q.2 Explain main drivers of Rural Marketing.

A.2 Following are drives of Rural Marketing:

Increasing opportunity of marketing in Rural Market

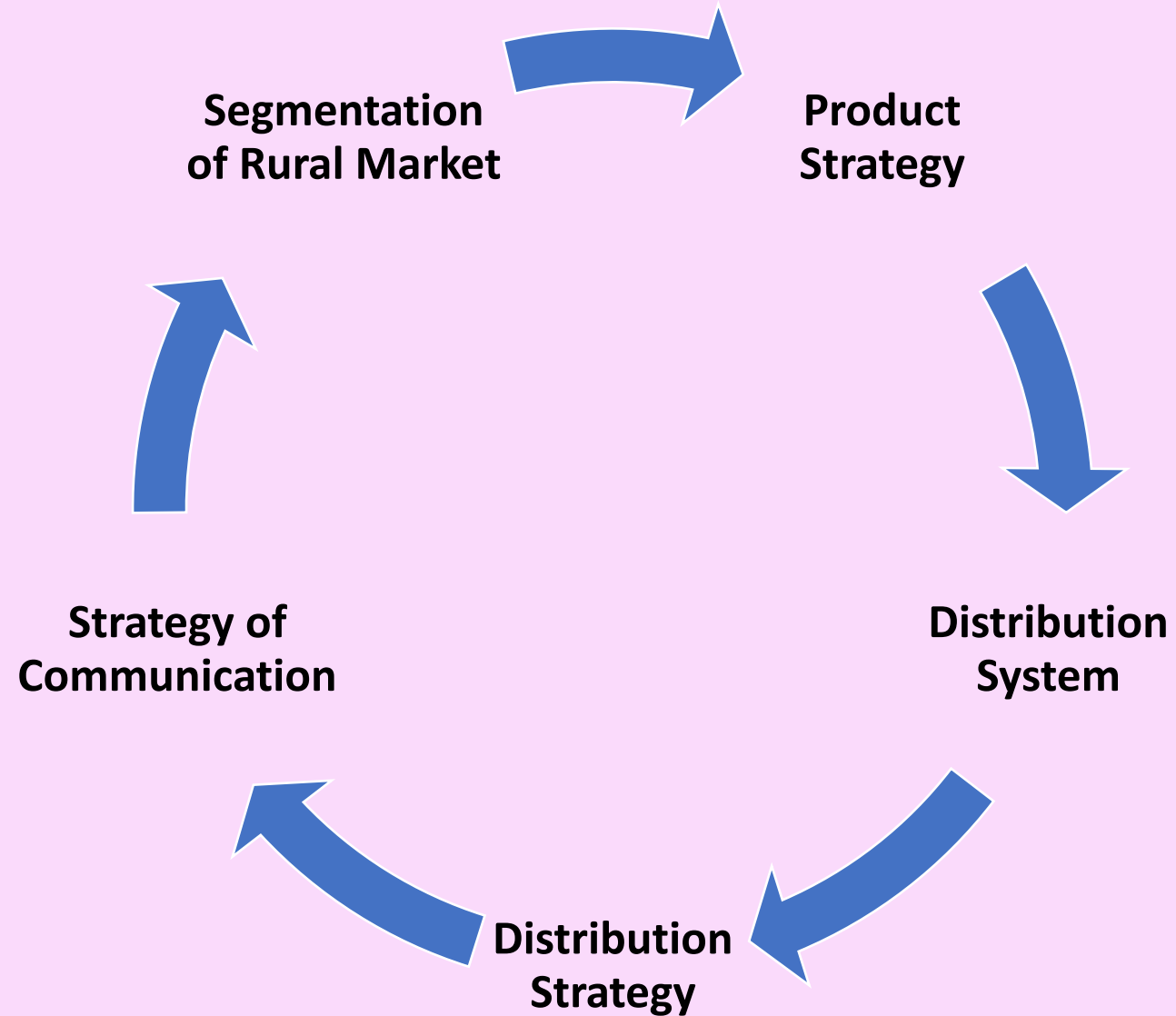Less Competition and more development opportunity in Rural Market

Development of Rural Infrastructure

Information Technology and Communication
 (IT & C)

Q.3 Explain various problems & solutions of delivering goods in Rural Market.

Large Market

Scattered Market

Inequality of Income

Seasonal & Irregular Demand

Insufficient Infrastructure facility

Problems

Socio-Economic backwardness

Backwardness of Technology

Problem in Communication

Less facility of storage

Specific Problems in Marketing

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Solutions in delivering values in Rural Market:

Segmentation of Rural Market

Product Strategy

Distribution System

Distribution Strategy

Strategy of Communication

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Q.4 Explain Rural Market segmentation from Demographic view point & Behaviouristic view point.

A.4 (A) Demographic bases of Rural Market Segmentation:

1. Spread of Population (Urban/Rural)
2. Age (Child age/Younger age/Maturity age/ Elder age)
3. Income of the customer(Source of Income)
4. Socio-Economic Classification(Rural/Urban/Semi-Urban)
5. Gender (Male/Female)
6. Size of the family
7. Life cycle of family
8. Business or Profession
9. Education
10. Religion & Customs

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(B) Behaviouristic basis:
1. Occasion & festivals
2. Size of the packing
3. Sale on credit & instalment
4. Loyalty towards company
5. Loyalty towards product
6. Loyalty for location
7. Consumption rate
8. Status of Consumer
9. Benefit of the product
10. Readiness of Buy
11. Supply of Product
12. Attitudes

Q.5 Write a note on Sale force Management (SFM).

A.5 Meaning: It is the progress of a sales force that includes coordination of sales operations, as well as the training and application of sales methods that result in achieving sales goals and objectives.
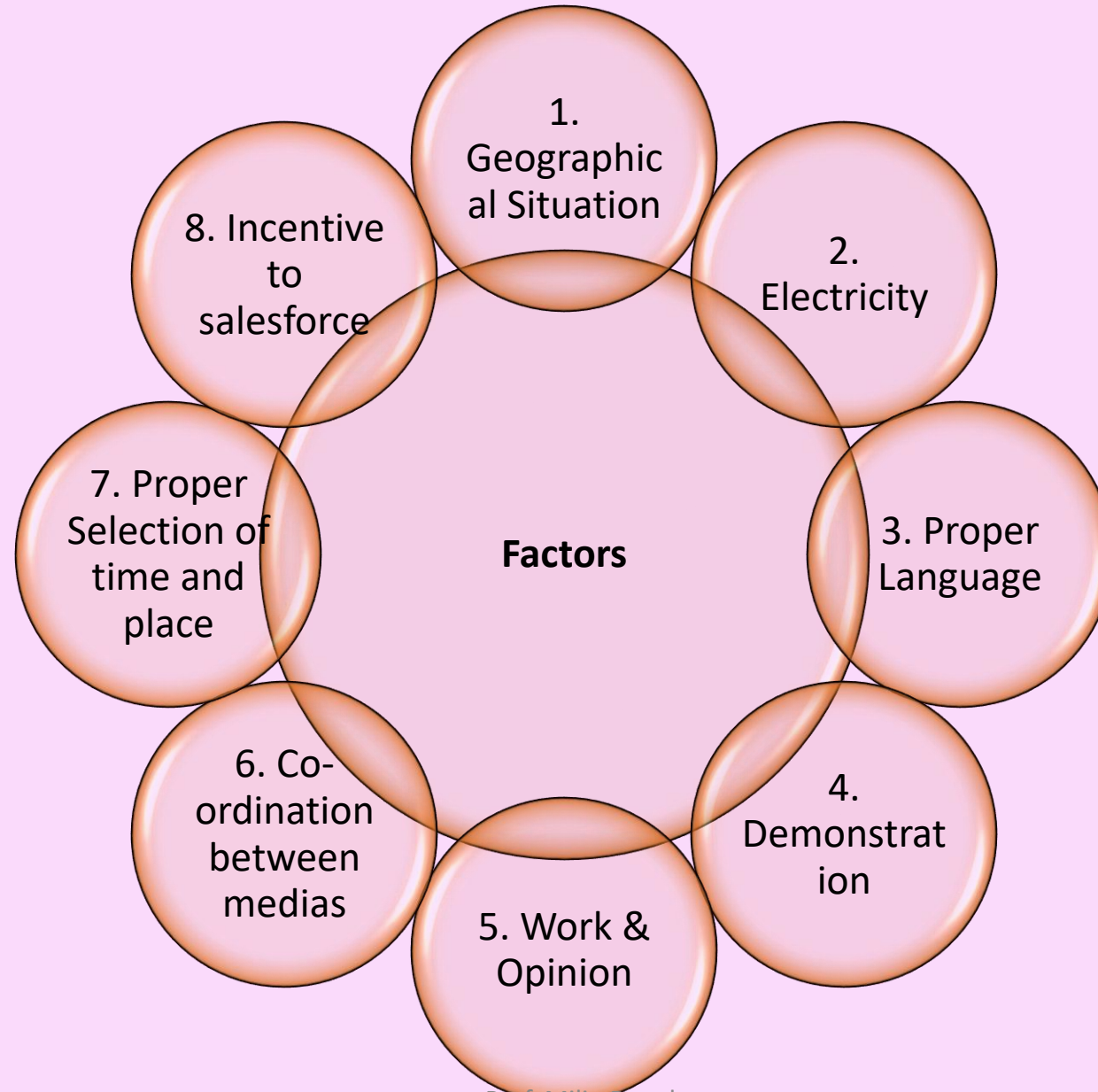
In simple words, SFM define as analyzing, planning, implementing and controlling sales force activities to create customer value and build customer relationships.

Functions of SFM are as below:

1. Recruitment & selection of sales force
2. Training of salesmen
3. To provide sales tools
4. Remuneration to salesman
5. Incentive to sale's force
6. Supervision and control on salesmen
7. Evaluation of sales force

Q.6 Explain factors affecting Rural Communication.

A.6

Factors:
1. Geographical Situation
2. Electricity
3. Proper Language
4. Demonstration
5. Work & Opinion
6. Co-ordination between medias
7. Proper Selection of time and place
8. Incentive to salesforce

UNIT-4
Case Study in Marketing

Q.1 Give meaning of Case study.

A.1 According to Curata, "A case study in the context of marketing is an analysis of a campaign that identifies a situation, recommended solutions, implementation actions and identification of those factors that contributed to failure or success."

Generally, Case study means, "A study of Description of an actual situation, commonly involving a decision, a challenge, an opportunity or an issue faced by a person or persons in an organisation.

Q.2 Explain Characteristics of Case study.

A.2

1. Objective study

2. Analytical approach

3. Study from various view points

4. Study by more than one person

5. Expert opinion

6. Logical thinking

7. Various options

8. Study in the context specific time period

9. Study in the context of specific environment

10. Special knowledge is required

11. Connected with past & present

12. Written format

Q.3 Discuss importance of Case study.

A.3

1. Proper Evaluation of complicated situations

2. Formulation of more consistent policy

3. Formation of consistent, Rational & Creative plans

4. Application of Numerical Knowledge

5. Recognising the value of Information

6. Group Communication

7. Better written communication

8. Applying personal opinion in Decision Making Process

9. Tigger Capabilities for problem solution

10. Awareness in the organisation

11. Recruitment functions become more scientific

12. Early problem Detection

13. Monitor Future Requirement

14. Industrial discipline and peace

15. Formulation of Effective Strategies

Q.4 Explain limitation of Case study method.

A.4

1. Prejudice of a person

2. Different opinion

3. Qualification of Case study maker

4. Difference in Experience

5. Constant change in the Environment

6. Personal Ambition

7. Insufficient Information

8. Defect in Statistical Information

9. Only recommendation can be received at the end of Case Study

Q.5 Explain Guiding principles to make case study method effective.

A.5

1. Clarity of mission & goals

2. Clarity of Responsibility

3. Case study without Prejudice

4. Effective Communication

5. Required Notes & Report

6. Comparative Presentation

7. Use of Modern Technology

8. Regular meetings

9. Control on Expenses

10. Stagewise opinion & recommendation

The End