

August – September 2022
Master of Business Administration (MBA) Examination

(Full Time) (New) Second Semester
FT 205C : MARKETING MANAGEMENT

Time 3 Hours]

[Max. Marks 80

Note : Attempt any four questions from Section A. Each question carries 15 marks and Section B is compulsory and carries 20 marks.

Section A

1. What do you understand by concept of Marketing ? Briefly explain various factors present in the Marketing Environment.
2. Explain Market Segmentation and Positioning with suitable examples. How a market can be segmented for Cosmetics Products ?
3. Briefly explain strategies for Market Leaders and Challengers with examples.
4. Briefly discuss Product Classification and explain Product Life Cycle taking examples of Electronic Products.
5. Discuss various types of Channels of Distribution and their functions with examples from FMCG Products.
6. Write short notes on any two of the following:
 - (a) Pricing Methods
 - (b) Integrated Marketing Communication
 - (c) Digital Marketing.

Section B

7. Read the case carefully and answer the questions given below :

LIBERTY SHOES LIMITED (LSL)

Established in 1954, Liberty Shoes have been fashioning footwear for well over 50 years for the style conscious people around the globe. It started its journey as a small shoe manufacturing unit in Karnal, manufacturing a humble 4 pairs a day. Today, manufacturing 50,000 pairs a day and being one of the leading manufacturers in the leather footwear industry in India, it has indeed come a long way. It helps to dress up the feet of the fashion-driven and quality-seeking customers in more than 25 countries, which includes major international fashion destinations like France, Italy and Germany. It has worldwide distribution network of 150 distributors, 400 exclusive showrooms and more than 6000 multi-brand outlets.

Currently, LSL is headed by Mr. Adesh Gupta as its CEO. It is a part of the 'Liberty Group' which includes other associate companies – Liberty Retail Revolution Limited and Liberty Whiteware. The company saw major expansion in the 2000s, both in retail and manufacturing bases, leading to a sharp growth, in the year 2002-03, the company posted a retail turnover of Rs. 400 crore. Also in April 2003, the Liberty Group underwent an important restructuring and its product portfolio was also revamped. As a part of the restructuring process, the company split its manufacturing and retail business in January 2004, with Liberty Shoes as the holding company for its shoe business and a subsidiary Liberty Retail Revolution Ltd. for its retail business, which established a new retail channel through "Revolutions Stores".

After 50 years of its existence, today Liberty produces footwear for the all age groups. **FOR MEN** : Coolers, Fortune, Force 10, Gliders and Windsor; **FOR WOMEN** : Force 10, Gliders, Senorita and Tiptopp; **FOR KIDS** : Footfun, Force 10, Gliders, Prefect; **SAFETY SHOES** : Freedom , Warrior and Workman.

It also has a range of designer and innovative products. LSL has partnered with fashion designers including Rohit Bai, Rajesh Pratap Singh, Rina Dhaka, Rohit Gandhi, Ashish Soni and Suneet Verma to develop footwear to match their clothing lines. For these designers, it doesn't end at a coming up with a fancy design. They are also looking to incorporate the latest innovations and technological advancements in their shoes in pursuit of the perfect mix between fashion and comfort. Its **designer and innovative footwear range** includes : Oxygen Power; Motion Propeller; Acu Massager; Feather Walk; LTX Zone; Tetra; Wave Massager; Flexotech; Techno Walk; and Mark Free.

LSL is aiming at opening up 1,000 exclusive showrooms in India and abroad, and be closer to our 1000 Cr. Vision. For designing its marketing strategy for designer and innovative products, LSL needs to know about changing preferences of young urbanites in India.

Questions :

1. Which consumer segments are catered by Liberty Shoes ?
2. What factors influence the consumer behaviour for purchase of footwear ?
3. What marketing strategy should be adopted by Liberty Shoes to attract young buyers ?