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Total Number of Pages : 02

MBA  
18MBA102

1<sup>st</sup> Semester Regular/Back Examination 2019-20

MARKETING MANAGEMENT

BRANCH : MBA, MBA (A & M), MBA (M & F)

Max Marks : 100

Time : 3 Hours

Q.CODE : HRB663

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Only Short Answer Type Questions (Answer All-10) (2 x 10)

- a) Define Selling Concept.
- b) Explain Micro Environment.
- c) What is Psychographic Segmentation?
- d) Explain Franchising.
- e) Mark-down stands for what kind of pricing strategy?
- f) How do you explain Level - I channel?
- g) What do you understand by B-2-G marketing?
- h) How do you explain Marketing Communication Mix?
- i) Explain Brand Prism.
- j) What is Societal Marketing?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- a) Differentiate between Marketing and Selling. Lay down an analytic answer.
- b) Explain Marketing Myopia. Exemplify your answer.
- c) How do you explain Marketing Mix? Justify your answer.
- d) Explain the functions of Wholesaling.
- e) What is Scheming Pricing Strategy? Answer elaborately.
- f) Explain the functions of Retailing.
- g) Lay down the factors influencing pricing decisions.
- h) Explain the roles of Packaging and Labeling.
- i) How do you explain Network Marketing? Exemplify your answer
- j) Explain "Bottom of the Pyramid" concept.
- k) Explain Guerilla Marketing with example.
- l) What are Industrial Goods? Answer with example(s).

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3 a) What is the role of Consumer Behaviour in modern marketing? Answer analytically. (8)
- b) What is the 5-Step Decision Process approach? (8)
- Q4 a) What are the steps in New Product Development? Examine critically. (8)
- b) Using the steps, develop a cosmetic item for the Yuppies? Justify your answer. (8)

- Q5** a) How environment affects marketing decisions? What are the elements of Environment? Answer in detail. (8)
- b) 'The Marketing Manager of a company is an old-timer.' As a young MBA, you have been hired as the Deputy Manager. What do you expect to encounter in the work environment? How would you react to it? Give your reasons for the same. (8)
- Q6** a) Explain Product Life Cycle? Explain in detail. (8)
- b) How can you use the example of an Electric Car to explain the PLC? Reason out your answer. (8)

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MBA  
15MNG102

1<sup>st</sup> Semester Back Examination 2018-19

MARKETING MANAGEMENT

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : E688

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Short Answer Type Questions (Answer All-10) (2 x 10)

- Deduce a relationship between 'need', 'want' and 'demand' in the marketing management context?
- 'Customer delight-ness is one step ahead of customer satisfaction'. Justify
- Unable to see the competitive advantage of competitors and loving own product much more, is a serious problem on the part of a particular company. How?
- Planned packaging is also branding. How?
- 'Positioning ends with value proposition'. How?
- Differentiate consumer products from industrial products?
- What are the buying roles in a family having spouses and two kids, while purchasing a LED television set?
- Differentiate 'customerization' from 'customization'?
- Unit cost of a product is Rs.30, the company want to have 30% markup on sales. What will be price set by company?
- Give two examples of unique selling propositions (USP) that are reflected through any promotional programs of the concerned company.

Part- II

Q2 Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- What is core concept of marketing? Explain, how the core concept of marketing is reflected in other concepts of marketing that are developed over the time period.
- What is mass-marketing? Explain the comparative advantages of adopting segmenting marketing, local marketing, niche marketing, and personalized marketing in Indian context?
- Some of the Environmental forces are controllable whereas the others are beyond the control of a firm – Discuss with the help of relevant examples?
- 'Positioning necessarily follow the activities of targeting and segmentation'. Do you agree? Justify your answer with the help of bases/criteria of segmentation and patterns of targeting.
- What is 'brand equity'? Explain David Aaker model of brand equity.
- What are the objectives of pricing strategies? Explain various pricing strategies with their advantages & disadvantages?
- What is product-mix? Explain the concepts of length, width, depth and consistency of 'product-mix' by taking any Indian company in comparison to any MNC?



- h) What is channel conflict? Explain various types of channel conflicts with appropriate examples?
- i) A particular marketing strategy refers to mostly demoralizing and harassing the comparatively large company by a small company. Explain this particular marketing strategy? State its comparative advantages encirclement attack and by-pass attack?
- j) Design a hypothetical distribution channel for a ladies garment company operating in India, who is going to market gents garments in near future. This company is successful in its marketing strategies through its loyal channel members for its current product since last 10 years.
- k) 'Advertisement is wastage of money in today's Hi-tech marketing scenario'. Do you agree? Justify your statement along the promotion-mix elements?
- l) What do you mean by relationship marketing? Differentiate it from transactional marketing with examples?

### Part-III

#### Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Do you think that four stage explanations PLC is enough to explain the product life cycle of every type of products? Justify your answer with the help of various patterns of PLC other than the usual/ normal pattern of PLC and with the help of assumptions behind PLC. **(16)**
- Q4** An Indian confectionary company operating successfully in south Indian states. Now this company wants to enter the north-Indian states with a new health drink. Explain the process of developing the above said product. **(16)**
- Q5** What are the importances of studying consumer behavior for any Indian FMCG company in today's tough competition? Briefly explain the 'Black-box' model with appropriate examples? **(16)**
- Q6** **Write short-notes on :** **(16)**
- Green Marketing
  - Net-work Marketing

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MBA  
15MNG102

1<sup>st</sup> Semester Regular/Back Examination 2017-18

MARKETING MANAGEMENT

BRANCH : MBA

Time: 3 Hours

Max Marks: 100

Q.CODE: B752

Answer Question No.1 and 2 which are compulsory and any four from the rest.  
The figures in the right hand margin indicate marks.

- Q1 Fill in the blanks :** (2x10)
- a) AMA stands for \_\_\_\_\_
  - b) 4Ps of Marketing Mix stand for \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_
  - c) Door to Door selling is a form of \_\_\_\_\_
  - d) 80: 20 principle is otherwise known as \_\_\_\_\_
  - e) Looking for alternatives from outside is known as \_\_\_\_\_
  - f) Charging a Lower price than the competitors to get into a market is known as \_\_\_\_\_
  - g) Operating on behalf of another company in the name of the company at a price is known as \_\_\_\_\_
  - h) Pondering over what products to be manufactured is known as \_\_\_\_\_
  - i) Manufacturer to Consumer is Level \_\_\_\_\_ Channel
  - j) Economy of the country is \_\_\_\_\_ Environment.
- Q2 Answer the following questions:** (2x10)
- a) What is Customer Delight?
  - b) What is understood by Psychographics?
  - c) What is a USP?
  - d) What is Brand Equity?
  - e) What do you understand by B-2-G Marketing?
  - f) What is Cost-Plus Pricing?
  - g) What is a Potential Market?
  - h) What is Scheming Pricing?
  - i) What does Value Addition mean?
  - j) What is Labeling?
- Q3** Explain the equation "Marketing = People + Purchasing Power + Motivation". Use example to substantiate your answer. (15)
- Q4** Detail out marketing environment. How does it affect marketing of a product? Exemplify your answer. (15)
- Q5** Is there really any difference between Marketing and Selling? Justify your answer with sufficient elaboration. (15)
- Q6** Lay down the factors that affect pricing decisions. Use examples of different pricing strategies to justify the factors that affect such pricing strategies. (15)

- Q7** What is the role of Branding in Marketing? Use the Brand Prism to elaborate your answer. **(15)**
- Q8** **Write short answer on any TWO :** **(7.5x2)**
- a) Product Life Cycle
  - b) Channel Conflict
  - c) Organizational Buying Behavior vs. Consumer Buying Behavior

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**MBA**  
**15MNG102**

**1<sup>ST</sup> SEMESTER REGULAR EXAMINATION, 2016-17**

**MARKETING MANAGEMENT**

**Time: 3 Hours**

**Max Marks: 100**

**Q. Code : Y751**

**Answer Question No.1 and 2 which are compulsory and any four from the rest.**

**The figures in the right hand margin indicate marks.**

**Q1 Answer the following questions:**

**(2 x 10)**

- a) The statistical analysis of population is known as \_\_\_\_\_.
- b) Mother buys baby food for her child; acts as \_\_\_\_\_ in the buying process.
- c) In marketing theory, every contribution from the supply chain adds \_\_\_\_\_ to the product.
- d) Publicity is \_\_\_\_\_ form of promotion.
- e) Holistic marketers achieve profitable growth by expanding customer share, \_\_\_\_\_, and capturing customer lifetime value.
- f) The task of any business is to deliver \_\_\_\_\_ at a profit.
- g) Marketing myopia means \_\_\_\_\_.
- h) AIO elements are the constituents of \_\_\_\_\_ segmentation.
- i) The marketing concept gives priority to \_\_\_\_\_ in all marketing decisions.
- j) \_\_\_\_\_ Concept of marketing strikes a balance between economics and ecology.



Q2

**Answer briefly the following questions**

(2x7)

- a) Outline the prime cause for channel conflict.
- b) Define brand equity.
- c) State the principal principle of marketing.
- d) Compare between social and societal marketing.
- e) Why viral marketing is gaining momentum?
- f) Name the various components of marketing mix
- g) What do you mean by customer's delight?
- h) State the components of behavioral segmentation.
- i) Why consumer mind is called a black box?
- j) What is AIDA concept?

Q3

Discuss the bases and methods of segmenting consumer market. Also discuss the need for market segmentation

(15 )

Q4

Suppose you are the State marketing head of a paint company and want to penetrate into the rural market. Suggest a distribution strategy to accomplish the said objective..

(15)

Q5

What is product life cycle? Explain the different strategies used by marketers at different stages of product life cycle to market their products.

(15)

Q6

Discuss the concept of Integrated Marketing Communications (IMC), highlighting the elements of promotion mix.

(15)

Q7

"A firm has to consider many factors in setting its pricing policies." Describe the procedure for setting the price of a product or service under different contexts you are acquainted with.

( 15)

Q8

Write short notes on- ( any three)

(5x3)

- a) Green Marketing
- b) Personal Selling
- c) Digital Marketing
- d) Marketing Vs Selling



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MBA

15MNG 102

**First Semester Regular/Back Examination 2015-16**

**MARKETING MANAGEMENT**

**BRANCH: MBA**

**Time: 3 Hours**

**Max Marks: 100**

**Q.CODE: T808**

**Answer Part-A which is compulsory and any four from Part-B.**

**The figures in the right hand margin indicate marks.**

**Part – A (Answer all the questions)**

Q.1      Fill up the blanks : (2 x 10)

- a) \_\_\_\_\_ promotional tool is best used for selling industrial products.
- b) \_\_\_\_\_ stage of PLC is characterized by a trade off between high market share and high current profit.
- c) "Building long-term relationship with customers is essential for any business". The concept to achieve this is known as \_\_\_\_\_.
- d) \_\_\_\_\_ is the combination of elements a company uses to achieve their goals for selling and promoting their products and service.
- e) The ultimate benefits customers get out of the marketing process is \_\_\_\_\_.
- f) The different functional areas of a company constitute the \_\_\_\_\_ environment of the company.
- g) People + Purchasing power + Motivation is the \_\_\_\_\_ market.
- h) A frequently purchased product is \_\_\_\_\_ product.
- i) A company advertising on the basis of its specialty is its \_\_\_\_\_.
- j) AIO analysis stands for \_\_\_\_\_ segmentation.
- k) Household Air-conditioners are \_\_\_\_\_.

- l) Parents buy toys for their children ; acts as \_\_\_\_\_ in the buying process.
- m) When a product demand remains stagnant, it is in \_\_\_\_\_ stage of life cycle.
- n) \_\_\_\_\_ are products that consumers had not planned to buy but are persuaded at the very last minute to pick up.
- o) Through \_\_\_\_\_ product information is passed on.
- p) Keep your price high as long as your product sells is known as \_\_\_\_\_ pricing strategy.
- q) Manufacture to consumer / user is in level \_\_\_\_\_ in the channel of distribution.
- r) The prime thrust of marketing concept is \_\_\_\_\_
- s) A mass and non-personal presentation of goods, services and ideas is called \_\_\_\_\_.
- t) \_\_\_\_\_ is also called as electronic work-of-mouth or work-of-mouse communication.

Q.2 Answer the following questions: **Short answer type**

(2x10)

- a) What kind of tools can be included under sales promotion ?
- b) How are consumer goods different from industrial goods ?
- c) What is customer delight ?
- d) What do you understand by positioning of a brand ?
- e) What is understood by Brand Equity ?
- f) What is penetration pricing and when should it be used ?
- g) How is potential market different from Target Market ?
- h) What is psychological pricing ?
- i) Outline the disadvantages of digital marketing.
- j) What is Public Relation ?

### **Part – B (Answer any four questions)**

Q.3 What are the core concepts of marketing ? Explain them with examples.

15)

- Q.4 Why should there be any emphasis on market segmentation in Marketing. Lay down the bases of market segmentation with justification. (15)
- Q.5 What is the role of analyzing PLC in Marketing ? Answer with proper exemplification. (15)
- Q.6 "Brands can make or break a product". Justify the statement with proper analysis and examples (s). (15)
- Q.7 Design an IMC approach of promotion for Maggi Noodles to be relaunched. (15)
- Q.8 What is understood by Channel Conflict ? How many kinds of channel conflicts are there and how they are resolved ? (15)
- Q.9 Why environmental scanning is required prior to the formulation of marketing strategy? Enumerate the various environmental constituents that a firm encounters. (15)