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Total Number of Pages: 02

MBA
15MNG102

1ST 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** (2x10)
- 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