

Registration No:

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 3

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)**