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Total number of printed pages – 2

MBA
MBA 201

Second Semester Examination – 2013

MARKETING MANAGEMENT

QUESTION CODE : A 460

Full Marks – 70

Time : 3 Hours

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

The figures in the right-hand margin indicate marks.

1. Answer the following questions :

2 × 10

- (a) What is 6Ps marketing ?
- (b) What is cyber marketing ?
- (c) What activity in marketing intends to create an image about the product in the minds of the consumers ?
- (d) What activity in marketing takes the consumers by surprise ?
- (e) What is couponing ?
- (f) What is a level two channel ?
- (g) What is skimming pricing strategy ?
- (h) What does value proposition mean ?
- (i) What is AIO analysis ?
- (j) What is specialty product ?

2. **CASE STUDY :**

10

Galleria, Inc., USA, is planning to go for global expansion. Its range of products includes all kinds of high quality ladies cosmetic products. The products are in the expensive bracket and cater to the needs of upwardly mobile ladies. Galleria sells its products under its family brand name. In its huge global expansion

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program, India occupies a great position in the expansion map of Galleria because of its humongous potential market. Its market research team moves across the globe undertaking all kinds of probing work to see how the product range has to be launched in the specific country. The team that came to India observed that Indian market is strongly guided by promotional activities. The members of the team suggested the CEO of Galleria that somebody familiar with the Indian market must be hired for the purpose. The CEO instantly agrees and permits the research team to hire someone, preferably an MBA with the right background from India, to design the promotional mix strategy for the launching of the product nationally.

Fortunately you have been hired for the coveted job.

Assignment : Design the promotional mix strategy for Galleria range of products and give sufficient justification for the same so that the CEO gets convinced with your proposal.

3. Differentiate between social marketing and societal marketing with examples to support your answer. 10
4. Why is the study of consumer behavior important for marketing practitioners ? Explain the decision process approach with example. 10
5. Why is environmental scanning important in marketing ? Explain the micro and macro environment factors with examples. 10
6. What is understood by channel conflict and how many kinds of channel conflicts can be there ? How these channel conflicts can be managed in favor of the organization ? 10
7. How would you go about in planning an STP strategy for a higher priced detergent powder to be launched by a new MNC in the urban areas of Odisha ? Give justification for your answer. 10
8. Write short notes on any **two** : 5×2
 - (a) Green marketing
 - (b) Database marketing
 - (c) Relationship marketing