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Total Number of Pages : 02

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?

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- 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)**

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|-----------|--|------|
| <b>Q3</b> | 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) |
| <b>Q4</b> | 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) |
| <b>Q5</b> | 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) |
| <b>Q6</b> | <b>Write short-notes on :</b><br>a) Green Marketing<br>b) Net-work Marketing   | (16) |

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