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First Semester MBA Degree Examination, Dec.2018/Jan.2019 Marketing Management

Time: 3 hrs.

Max. Marks: 80

**Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.**

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|---|---|------------|
| 1 | a. What is Marketing environment? | (02 Marks) |
| | b. Explain various marketing concepts. | (06 Marks) |
| | c. Explain factors influencing consumer behaviour in detail with examples. | (08 Marks) |
| 2 | a. What are the different buying roles played by the customer? | (02 Marks) |
| | b. What are various consumer purchase decision process? | (06 Marks) |
| | c. Explain segmentation, targeting and positioning. | (08 Marks) |
| 3 | a. Define positioning. | (02 Marks) |
| | b. What is a brand? What are the different types of brand? | (06 Marks) |
| | c. What is product hierarchy? Explain its different levels. | (08 Marks) |
| 4 | a. What is product line, product width and product mix? | (02 Marks) |
| | b. Explain the role of label in packaging. | (06 Marks) |
| | c. What are the different methods of pricing? Explain in detail. | (08 Marks) |
| 5 | a. What are the factors that influence pricing? | (02 Marks) |
| | b. What is channel conflict? Explain with illustration. | (06 Marks) |
| | c. Explain physical distribution system of a e-commerce company. | (08 Marks) |
| 6 | a. Define IMC. | (02 Marks) |
| | b. What is sales promotion? Explain different techniques of sales promotion. | (06 Marks) |
| | c. Explain the steps in effective communication. | (08 Marks) |
| 7 | a. Define marketing audit. | (02 Marks) |
| | b. Explain marketing strategy. | (06 Marks) |
| | c. Explain Advertising, its objectives and different media involved in the advertising. | (08 Marks) |
| 8 | Compulsory : Case Study | |
| | Design a Marketing mix for following products. Justify answer | |
| | a. Portable MP3 player | (04 Marks) |
| | b. Branded wheat flour | (04 Marks) |
| | c. Smartphone | (04 Marks) |
| | d. Restaurant | (04 Marks) |

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Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.