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14MBA15

First Semester MBA Degree Examination, June/July 2016
Marketing Management

Time: 3 hrs.

Max. Marks: 100

SECTION - A

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 What is marketing? What are marketed? (03 Marks)
- 2 What do you mean by 'Buying motives'? Explain its types. (03 Marks)
- 3 What do you mean by 'Repositioning'? Explain with current examples. (03 Marks)
- 4 What is packaging? (03 Marks)
- 5 List out the various reasons for channel conflict. (03 Marks)
- 6 What are push and pull strategies? (03 Marks)
- 7 What is marketing audit? Write its importance. (03 Marks)

SECTION - B

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Explain the various orientations of organizations with suitable examples. (07 Marks)
- 2 Write the process of buying decision making? How it varies with types of goods? (07 Marks)
- 3 Why is positioning important? What are the tasks to be considered while positioning a product? (07 Marks)
- 4 Enumerate various decision involved in product mix. (07 Marks)
- 5 Write the various methods of pricing. (07 Marks)
- 6 Write in details about 'New Age media'. (07 Marks)
- 7 Write in details about various steps involved in marketing planning process. (07 Marks)

SECTION - C

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Explain the various components of environment and write the emerging trends in each environment. (10 Marks)
- 2 Write the factors affecting buying behavior in detail and how? (10 Marks)
- 3 How will you segment the market? Explain with suitable examples. (10 Marks)
- 4 How to manage the PLC of a product? (10 Marks)

- 5 What are the decisions involved in designing channel for a product? (10 Marks)
- 6 How will you evaluate advertising effectiveness in 'New Age media'? (10 Marks)
- 7 Explain in detail about strategic planning process. (10 Marks)

SECTION - D
CASE STUDY – [Compulsory]

CITI BANK

Mark Parsells, President and the chief operating officers of Citi bank online, is responsible for Citi group's online banking strategy and implementation. Prior to his arrival at Citi bank, several different strategies had been pursued and with multiple Internet based products launched. While Citi bank had demonstrated a commitment to developing an effective Internet presence and a willingness to experiment with Internet strategy over the previous two years Parsells knew that the bank would soon expect positive and demonstrable returns on the large investments made thus far. In addition, his strategy and its subsequent execution needed to prepare Citibank for long term competition with an increasing number of entrants with novel business models and strategies, many of whom lacked short term profit expectations.

The new strategy was to offer a "Personal financial portal", which offered a view into each account holder's financial world. Specifically Citibank online provided access to banking and brokerage accounts and additional services such as online bill payment, fund transfers and integration with Citibank's other online products. Further more, in creating the personal financial portal, it also offered robust planning tools, real time market information, portfolio trackers and other services.

Questions:

- 1 What is the right mix of price, service, online access, and physical presence? (10 Marks)
- 2 What is the right positioning for the online service, and on what terms or features would they compete? (10 Marks)

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