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14MBA15

First Semester MBA Degree Examination, Dec.2017/Jan.2018
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 the difference between market and Marketing? (03 Marks)
- 2 Define consumer behavior. (03 Marks)
- 3 What do you understand by USP? (03 Marks)
- 4 List out product mix dimensions. (03 Marks)
- 5 Elaborate cost based pricing strategy. (03 Marks)
- 6 Write different elements of communication. (03 Marks)
- 7 Explain market planning. (03 Marks)

SECTION - B

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

- 1 Illustrate with example the concept of marketing management. (07 Marks)
- 2 Explain different factors that are influencing consumer behavior. (07 Marks)
- 3 With a neat block diagram, explain STP model. (07 Marks)
- 4 Elaborate different step involved in developing new product. (07 Marks)
- 5 Explain internal factor that are influencing pricing. (07 Marks)
- 6 Explain 5 m's in developing advertisement. (07 Marks)
- 7 Explain different components of marketing audit. (07 Marks)

SECTION - C

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

- 1 What do you understand by the term marketing mix? How would the marketing mix strategies vary during different stage of the product life cycle? (10 Marks)
- 2 How is cyber marketing different from conventional marketing? Explain with the help of example. (10 Marks)

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.

- 3 What are the various segmentation bases used by marketers? Explain with the help of example. What would be suitable segmentation bases for the following and why?
 i) Cellular phones with built in camera of 20b MP and T.V. (10 Marks)
 ii) Iodised salt.
- 4 Suggest appropriate channel design in the following situation and justify your answer:
 (i) An international brand entering India with range of personal care product for men. (10 Marks)
 (ii) Manufactures of premium / expensive footwear for women.
- 5 Briefly explain the various step in the consumer decision making process. Do all consumer decision involve these steps? Justify your answer. (10 Marks)
- 6 After the execution of a full campaign, is it necessary to measure its effectiveness. Give justification in support of your answer. (10 Marks)
- 7 Identify the 7 components for a comprehensive brand strategy. Select any consumer product of your choice and suggest a suitable brand name for it. Justify your choice on the basis of certain marketing criteria to be followed. (10 Marks)

SECTION - D**CASE STUDY - [Compulsory]**

Oriflame India has introduced an after shave lotion under the brand name Rebel following the brand Giodani (₹ 595 for 100 ml). The company also has Giodani deodorant roll on priced at ₹ 150 for 50 ml and Glacier after shave lotion priced at ₹ 495 for 100 ml. The objective of the company is to introduce a range of fragrances associated with its line of after shave lotion. Rebel has been positioned as the fragrance for the rugged man. It is targeted at the 30 plus male A₁, A₂ household with a monthly income of ₹20000 plus. The brand is distributed through the multi-level channel of oriflamme. The fragrance market is estimated to be around ₹ 100 crores and after shave lotions have a significant share of the market. Old spice, Park Avenue and Denim are some of the established brands in the after shave lotion market. Rebel is a premium brand that serves the higher end of the market.

Question:

1. Comment on the product mix strategy of oriflamme India. (10 Marks)
2. Formulate a suitable promotion strategy for Rebel. Which media option do you suggest for the product and why? (10 Marks)

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