

CBCS SCHEME

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18MBA15

Librarian
Learning Resource Center
First Semester
Acharya Institutes

MBA Degree Examination, July/August 2022 Marketing Management

Time: 3 hrs.

Max. Marks:100

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

- 1 a. What is neuro marketing? (03 Marks)
b. How does culture influence consumer behaviour? (07 Marks)
c. Describe the characteristics of Indian consumer. (10 Marks)
- 2 a. What is Labeling? (03 Marks)
b. How do you differentiate your product from competitors? Explain. (07 Marks)
c. Explain the stages in new product development. (10 Marks)
- 3 a. What is channel conflict? (03 Marks)
b. Explain the purpose of marketing channels. (07 Marks)
c. Explain various communication channels that you may use to market a new smartphone. (10 Marks)
- 4 a. Distinguish between e-commerce and N-commerce. (03 Marks)
b. Why word of mouth is powerful? Explain. (07 Marks)
c. Classify the steps involved in personal selling. (10 Marks)
- 5 a. What is digital marketing? (03 Marks)
b. Write short notes on "Diffusion of Innovation". (07 Marks)
c. What is Product Life Cycle (PLC)? Explain various stages of PLC. (10 Marks)
- 6 a. What is CRM? (03 Marks)
b. Contrast between traditional and modern media for advertising. (07 Marks)
c. What is supply chain management? Explain. (10 Marks)
- 7 a. What is market audit? (03 Marks)
b. Explain the significance of market research. (07 Marks)
c. "Social media marketing is gaining importance". Explain why? (10 Marks)

8 CASE STUDY: (compulsory)

Nature Sip

Nature sip, is a regional manufacturer of fruit based drinks. The company was planning to expand and had recruited an experienced marketing manager to achieve this goal.

Mr. Arun, the new marketing manager found that Nature sip had not executed its marketing programs in a systematic way.

He felt it was necessary to identify the right segments.

- a. What is the possible segmentation approach that Mr. Arun can adopt? And Why? (10 Marks)
- b. Select one segment and develop the marketing mix for this segment. (10 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.