

USN

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

10MBA16

First Semester MBA Degree Examination, December 2012
Marketing Management

Time: 3 hrs.

Max. Marks:100

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

- | | | |
|---|--|------------|
| 1 | a. What are the different types in which E – marketing functions? | (03 Marks) |
| | b. Explain the marketing mix for services. | (07 Marks) |
| | c. Explain the concept of product life cycle, with respect to various characteristics at different stages. | (10 Marks) |
| 2 | a. What is perceptual mapping? | (03 Marks) |
| | b. Explain vertical marketing system and horizontal marketing system with examples. | (07 Marks) |
| | c. Explain the various decisions to be taken while managing a brand. | (10 Marks) |
| 3 | a. What is discriminatory pricing? | (03 Marks) |
| | b. Bring out the criticisms of packaging and labeling. | (07 Marks) |
| | c. Explain the channel management decision process. | (10 Marks) |
| 4 | a. What are the criteria for effective market segmentation? | (03 Marks) |
| | b. What is UTP in context to Consumer Protection Act 1986? | (07 Marks) |
| | c. Explain in detail the process of personal selling. | (10 Marks) |
| 5 | a. Brief the importance of marketing planning. | (03 Marks) |
| | b. What are the merits and demerits of direct marketing? | (07 Marks) |
| | c. Explain the relevance of basic method of pricing, with respect to situation. | (10 Marks) |
| 6 | a. Brief the advertising strategy at different stages of PLC. | (03 Marks) |
| | b. Explain the components of SWOT analysis. | (07 Marks) |
| | c. Classify the products on different basis, with examples. | (10 Marks) |
| 7 | a. What are the factors contributing to new product development? | (03 Marks) |
| | b. Explain the factors influencing consumer behaviour, with examples. | (07 Marks) |
| | c. Explain the advertising management process. | (10 Marks) |

8 CASE STUDY :

There are a number of products designed to consumption by children but the purchases are made by mothers. Such products must appeal to children and have the mother's approval too.

Enervit, a malt chocolate milk drink, was manufactured and marketed by a large multinational company. The product was launched in the Indian market in 1989 after a successful test market in Delhi and Channai. It was available both in jars and refill packs of 500 grams. Customers acceptance of the brand was good and sales went up till 1994 and then reached plateau and started declining.

A thorough analysis revealed that the positioning as an energy drink for children was correct, with good advertisement showing a speeding train to communicate the energy theme. Now the mass objective of the company is to restore sales to the peak level of 1993 with an effective sales promotion.

Questions :

- a. In what way product positioning plays an important role of marketing? (05 Marks)
- b. Has the advertisement influenced the sales? (05 Marks)
- c. What type of sales promotion would you suggest - Same for less or more for same? Why? (05 Marks)
- d. Suggest three effective sales promotion techniques that can achieve the objective. (05 Marks)
