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14MBA15

First Semester MBA Degree Examination, Dec.2014/Jan.2015
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 are needs, wants and demand? (03 Marks)
- 2 Mention the different buying roles in study of consumer behaviour. (03 Marks)
- 3 What is STP? Define. (03 Marks)
- 4 Explain product mix with an example. (03 Marks)
- 5 Write about significance of pricing. (03 Marks)
- 6 Explain briefly on AIDA model. (03 Marks)
- 7 What is Marketing Audit? (03 Marks)

SECTION - B

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

- 1 It is very important for a marketer to understand the consumer and his environment. Explain various factors affecting consumer behaviour. (07 Marks)
- 2 Marketing has evolved over a period of time. What are the various stages of evolution of marketing? Explain. (07 Marks)
- 3 Detail out the various bases for segmenting consumer markets. (07 Marks)
- 4 Packaging acts like a silent salesman. Do you agree with the statement? Justify your answer. (07 Marks)
- 5 Explain the factors affecting channel choice. (07 Marks)
- 6 What are push and pull strategies? Which one do you think is better? Explain these strategies with example. (07 Marks)
- 7 Enlist and explain the various steps involved in marketing planning. (07 Marks)

SECTION - C

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

- 1 What do you understand by Marketing Environment? What are Micro and Macro environmental factors? Explain in detail. (10 Marks)
- 2 What is the need of studying consumer behaviour? Explain Howard – Sheth model of consumer behaviour. (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 Explain different types of target marketing strategies, which marketers choose to adopt after selecting the segments to market their product. (10 Marks)
- 4 Draw Product Life Cycle (PLC) and explain strategies followed by marketers at different stages of PLC. (10 Marks)
- 5 Write in detail about various pricing strategies. (10 Marks)
- 6 Write short notes on the following :
 - a. Kinds of sales promotion.
 - b. List of steps involved in personal selling.
 - c. Difference between publicity and personal selling.
 - d. E – commerce and E – business.
 - e. Integrated marketing communication. (10 Marks)
- 7 What do you think is the importance of marketing planning? What are the steps involved in marketing planning? (10 Marks)

SECTION - D
CASE STUDY – [Compulsory]

Indian Refrigerator Market

India's Refrigerator market estimated at Rs 2750 Cr is catered mainly by 10 brands. The annual capacity is estimated at around 4.15 million units is running head of demand of 1.5 millions. As there is a demand and a surplus supply, all the manufacturers are trying out for new strategies in the market.

Times have changed and also the buying behaviour of the customer. Earlier it was cash and carry system. Now dealers play an important role in selling ; now the system is exchange for old "bring your old refrigerator and take a new one with many gifts".

A company by name Electrolux entered the market which has acquired Allwyn, Kelvinator and Voltas brands.

Researchers have revealed that urban and city sales are declining and hence all manufacturers are trying to concentrate on rural markets. Electrolux strategy is customization, with special attention to the Northern and Southern India markets, while Godrej the main player, thinks that dealer network in rural market for sales and services will be beneficial and is trying to give more emphasis on dealer network, whereas Whirlpool has adopted the strategy of increasing the dealer network by 30%. The market shares of the major players are as follows :

Godrej – 30%	Allwyn – 10%	Daewoo – 1%
Videocon – 13%	Voltas – 5%	LG – 1%
Kelvinator – 12%	Whirlpool – 27%	Others – 1%

Questions :

- a. Could the refrigerator market be segmented on geographical base planned by Electrolux? (05 Marks)
- b. What would be the marketing mix for rural market? (05 Marks)
- c. Would 125L and 150L models be an ideal choice to launch in rural market? (05 Marks)
- d. What could be the target market strategies chosen by refrigerator companies? (05 Marks)
