CBCS SCHEME

USN ☐☐☐☐☐☐☐☐☐☐

18MBA15

First Semester MBA Degree Examination, Dec.2019/Jan.2020
Marketing Management

Time: 3 hrs.

Max. Marks:100

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

1 a. What is Marketing Myopia? (03 Marks)
   b. Highlight the process of Personal selling. (07 Marks)
   c. Explain the basis for segmentation of Market for FMCG. (10 Marks)

2 a. What is Buying Motive? (03 Marks)
   b. Discuss the different types of advertising budget. (07 Marks)
   c. What is PLC? Explain the marketing strategies adopted during introduction and decline stages. (10 Marks)

3 a. What is STP? (03 Marks)
   b. Enumerate the factors affecting channel choice. (07 Marks)
   c. State and analyse the external uncontrollable components of Marketing Environment. (10 Marks)

4 a. What is Product Line? (03 Marks)
   b. Explain the buyer decision making power. (07 Marks)
   c. What are the major steps in developing an effective Marketing Communication Programme? (10 Marks)

5 a. What is a Channel Conflict? (03 Marks)
   b. Discuss the common errors in positioning of product. (07 Marks)
   c. Explain the stages in the new product development process. (10 Marks)

6 a. What is AIDA? (03 Marks)
   b. Explain the five levels of a product. (07 Marks)
   c. Highlight the internal and external factors influencing pricing. (10 Marks)

7 a. What is MKIS? (03 Marks)
   b. Discuss the various concepts of marketing. (07 Marks)
   c. Highlight the black box model of Consumer Behaviour. (10 Marks)

8 CASE STUDY (Compulsory) :

   Healthy foods is a regional manufactures of milk based health drinks. The Company was planning to expand and had recruited an experienced Marketing Manager to achieve this goal.
   Mr. Rakesh, the new Marketing Manager found that "Healthy Foods" had not executed its marketing programs in systematic way. He felt it was necessary to identify the right segments.

   Questions :

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

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