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First Semester MBA Degree Examination, January 2011

Marketing Management

Time: 3 hrs.

Max. Marks:100

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

- 1
 - a. What are the characteristics of service? (03 Marks)
 - b. Explain the functions of marketing. (07 Marks)
 - c. Explain the concept market segmentation and describe the bases for segmentation, with examples (10 Marks)
- 2
 - a. Write the differences between advertisement and publicity. (03 Marks)
 - b. Classify and explain the consumer goods, with examples. (07 Marks)
 - c. Describe the consumer buying decision process, with examples from the skin care products. (10 Marks)
- 3
 - a. Explain the concept societal marketing. (03 Marks)
 - b. Explain push and pull strategy, with examples. (07 Marks)
 - c. Describe the stages involved in the new product development, with examples. (10 Marks)
- 4
 - a. What are the benefits of marketing planning? (03 Marks)
 - b. What is a brand name? Write the characteristics and advantages of a brand name. (07 Marks)
 - c. Explain the steps involved in effective marketing communication, with examples. (10 Marks)
- 5
 - a. Write a short note on the AIDA concept. (03 Marks)
 - b. Explain the term buying motive, with examples. (07 Marks)
 - c. Describe the marketing strategies influencing in different stages of a PLC. (10 Marks)
- 6
 - a. What are the environmental factors influencing marketing? (03 Marks)
 - b. What are the criteria for the effective channel choice? Explain. (07 Marks)
 - c. Describe the process of marketing planning, with examples. (10 Marks)
- 7
 - a. What are the types of marketing organizations? (03 Marks)
 - b. Explain the concept marketing audit. Describe the features of marketing audit. (07 Marks)
 - c. What are the different pricing strategies involved in marketing? Explain with examples. (10 Marks)

8 Case Study:

During 1990s advertisements featuring the tagline “God’s own country” began appearing in print and electronic media in India. The campaign was run by Kerala tourism. It was intended to promote Kerala as tourist destination.

To develop a brand equity for itself, KTDC promoted its traditional Ayurveda, Kathakalli, Koodiyattam, temple festival and boating. It signed eminent artists like M.F. Hussain and Yusuf Arakkal as the brand ambassadors. It entered into a memorandum of understanding with Indian airlines and Indian railways to attract large no. of tourists. A special arrangement was made with Indian railways to introduce “Ayurveda coaches” to give the tourists a rich experience.

In the year 2000, the National Geographical Society declared Kerala as one of the ten paradises in India. Now the large no. of international tourists are visiting Kerala.

Questions:

- a. Describe the marketing strategies used for the strong brand identify.
- b. What are the advertisement media used to promote tourism in India? Explain.
- c. “CRM is a powerful instrument for the growth of tourism”. Explain.
- d. “In tourism, the place to place branding strategy is different one”. Describe with examples. (20 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.

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First Semester MBA Degree Examination, December 2010

Marketing Management

Time: 3 hrs.

Max. Marks:100

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

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|---|--|------------|
| 1 | a. Differentiate the goods, commodities and products. | (03 Marks) |
| | b. Explain the levels of distribution channels. | (07 Marks) |
| | c. Explain the 4Ps of marketing and its importance. | (10 Marks) |
| 2 | a. Discuss the scope of marketing. | (03 Marks) |
| | b. Explain the online marketing in the present market, with examples. | (07 Marks) |
| | c. What is market segmentation? Explain the bases for segmentation. | (10 Marks) |
| 3 | a. Differentiate the consumer from the customer. | (03 Marks) |
| | b. Explain the product mix and product line strategies. | (07 Marks) |
| | c. Explain the pricing strategies of marketing. | (10 Marks) |
| 4 | a. Which strategy regulations protect the consumers right? List out. | (03 Marks) |
| | b. Explain the steps in marketing planning. | (07 Marks) |
| | c. Discuss the stage in the buying decision process, with suitable examples. | (10 Marks) |
| 5 | a. What is the multilevel marketing? | (03 Marks) |
| | b. Write short notes on : i) Green marketing ; ii) Social marketing. | (07 Marks) |
| | c. Explain the promotional mix components. | (10 Marks) |
| 6 | a. Differentiate the services from the goods. | (03 Marks) |
| | b. Explain the stages of product life cycle (PLC). | (07 Marks) |
| | c. Explain the characteristics of business of marketing. | (10 Marks) |
| 7 | a. What is the micro environment? | (03 Marks) |
| | b. Explain the marketing Vs selling concept. | (07 Marks) |
| | c. Explain the stages of new product development. | (10 Marks) |

8

Case Study :

Changing Dynamics in the Shampoo Market in India.

The shampoo market in India was estimated at Rs.21.41 billion per annum as of February 2008, growing annually of a rate of 14.5 %. The market was dominated by Indian's largest fast moving consumer goods (FMCG) company, Hindustan Unilever Ltd., (HUL), and one of the worlds largest consumer goods companies, Procter and Gamble company (P and G).

The shampoo market in India has changed significantly since the 1960s, when first, it became a lifestyle product in urban homes. As of 2008, it was a very competitive market, with dominant players such as Hindustan Unilever Ltd., (HUL) and Procter and Gamble company (P and G). Analysts expect the competition in the market to intensity further, with the entry of companies such as ITC Ltd. The market is marked by intense competition from domestic as well as multinational companies. The changing dynamics in the industry, coupled with a comparatively low penetration rates, offer the players in this market, the opportunity to grow in both the top and bottom ends of the market, according to the analysts.

Questions :

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| a. | Critically analyze the shampoo market in India. Discuss how the market has evolved over the years. | (05 Marks) |
| b. | What, according to you, are the reasons for the changes, happening in the shampoo market? | (05 Marks) |
| c. | In the charging scenario, what should a company like HUL do, to sustain its leadership position in the shampoo market? What should the small players do? | (05 Marks) |
| d. | ITC is planning to enter the shampoo market in India. According to you, what strategy should it adopt to emerge as a leading player in the market? | (05 Marks) |

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