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22MBA15

First Semester MBA Degree Examination, Jan./Feb. 2023 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.
3. M : Marks, L: Bloom's level, C: Course outcomes.*

			M	L	C
Q.1	a.	Define Marketing Management.	3	L1	CO1
	b.	Discuss the stages of Consumer Buying Decision Process.	7	L3	CO2
	c.	Explain the Micro & Macro Environmental factors and its impacts on business.	10	L4	CO1
Q.2	a.	Define Services. What are the characteristics of Service Marketing?	3	L1	CO3
	b.	Briefly explain the Core concepts of Marketing.	7	L3	CO1
	c.	Explain the factors influencing Consumer Behaviour.	10	L4	CO2
Q.3	a.	Define Market Segmentation with examples.	3	L1	CO1
	b.	Discuss in detail the types of Buyer Behaviour.	7	L2	CO2
	c.	Explain in detail the New Product Development Process.	10	L4	CO3
Q.4	a.	Mention the criteria for choosing brand elements.	3	L1	CO3
	b.	Assume that you are given two products : i) A high technology kitchen chimney high. ii) A high fibre enriched box of cookies. Analyze whether Skimming pricing / Penetration pricing should be adopted. Justify.	7	L4	CO3
	c.	Explain in detail the various pricing strategies with suitable examples.	10	L3	CO3
Q.5	a.	Define Distribution Channel.	3	L1	CO4
	b.	Explain the factors affecting channel choice.	7	L3	CO4
	c.	Explain the steps in Marketing Planning.	10	L5	CO5

Q.6	a.	What is the criteria of affective market segmentation?	3	L3	CO3
	b.	Explain Push and Pull strategy with suitable example.	7	L3	CO4
	c.	Discuss in detail the advantages and disadvantages of digital marketing.	10	L4	CO3
Q.7	a.	What are the features of Marketing Audit?	3	L1	CO1
	b.	Write a brief note on any 2 of the following. Give examples. i) Neuro marketing ii) Sensory marketing iii) Green marketing.	7	L2	CO4
	c.	Explain the concept of Product Life Cycle. Discuss various marketing strategies used at different stages of PLC with the help of suitable examples.	10	L3	CO3
Q.8	CASE STUDY : (Compulsory)				
	Healthy food is a regional manufacturer of milk based health drinks. The Company was planning to expand and recruited an experienced Marketing Manager to achieve this goal. Mr. Rakesh, the new Marketing Manager found that healthy foods had now executed its marketing programs in a systematic way. He felt it was necessary to identify the right segmentation.				
	a.	What is the possible segmentation approach that Rakesh can adopt, Why?	10	L5	CO3
b.	Select one segment and develop the marketing mix for his segment.	10	L5	CO3	
