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10MBA16

First Semester MBA Degree Examination, June/July 2011
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 cognitive dissonance in the context of marketing? (03 Marks)
b. Define modern marketing concept. How it is superior to other marketing concepts? (07 Marks)
c. List out the components of marketing environment. Explain how Kentucky Fried Chicken's (KFC's) marketing decisions are influenced by the surrounding environment in India. (10 Marks)
- 2 a. Write a short note on marketing myopia. (03 Marks)
b. What is diffusion of innovation? What are the characteristics of product, which influence rate of diffusion? (07 Marks)
c. Explain the marketing process. (10 Marks)
- 3 a. Write short note on marketing audit. (03 Marks)
b. Explain the psychological factors which influence the buyer behaviour. (07 Marks)
c. Explain the various stages of a PLC with appropriate marketing strategies. (10 Marks)
- 4 a. What is Brand Equity? (03 Marks)
b. Define product line. Explain the possible product line decisions, with corporate examples. (07 Marks)
c. Explain the various packaging strategies and discuss their relative merits and demerits. (10 Marks)
- 5 a. Write a short note on network marketing. (03 Marks)
b. Explain new product pricing strategies. (07 Marks)
c. What are the sources of channel conflict? How are they resolved? (10 Marks)
- 6 a. Write a short note on AIDA. (03 Marks)
b. Explain the concept of 5C analysis. (07 Marks)
c. Briefly explain : i) Channel design ii) Push and pull strategy. (10 Marks)
- 7 a. What is e - commerce? (03 Marks)
b. Explain the steps involved in marketing planning. (07 Marks)
c. Explain the major sales promotion tools. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification number, appeal to evaluator and/or equations written eg, 42+8=50, will be treated as malpractice.

8 CASE STUDY : (Compulsory)

Srikumari an entrepreneur owns an enterprise 'cate craft' with two businesses engaged in Food **catering** and Articraft manufacturing housed in a common premise. 30 employees are working **with** her. Clients being localities, production is undertaken on orders.

However, passers by and residents around her business often complained of the bad odour of the **catering** waste and the noise emerging from the Articraft manufacturing section. Of late **Srikumari** ventured in to a new business in terracotta waste disposal products and started **persuading** people around to buy her product which she claimed would solve the nuisance of waste **disposal** in their homes. Response was very cool. **Srikumari** made an effort to reach people **through** the website endorsing her product as eco friendly. Good number of enquired were registered, more of them surprisingly from other states.

In the **mean** time, residents of the area started troubling her customers by scaring them. They even staged a protest march to her firm. **Srikumari's** all the three business started suffering and the number of employees reduced to 18.

Questions :

- a. What environmental factors are impacting on **Srikumari's** business? (05 Marks)
- b. What are the various product related issues observed in the case? (05 Marks)
- c. Do you opine that right customers were targeted by **Srikumari**? (05 Marks)
- d. Is promotional activity adequate for the firm 'Cate craft'? (05 Marks)
