

CBCS Scheme

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16MBA15

First Semester MBA Degree Examination, June/July 2017 Marketing Management

Time: 3 hrs.

Max. Marks:80

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

- 1 a. What is marketing concept and societal concept? (02 Marks)
b. Explain the functions of marketing. (06 Marks)
c. Briefly explain the macro environmental forces affecting the marketer's decision. (08 Marks)
- 2 a. State various buying roles of consumers in buying decision. (02 Marks)
b. Explain the factors influencing consumer behaviour. (06 Marks)
c. Explain the stages of consumer purchase decision process. (08 Marks)
- 3 a. State market segmentation strategies. (02 Marks)
b. Explain the task involved in positioning. (06 Marks)
c. Discuss various brand strategy decisions. (08 Marks)
- 4 a. State the major marketing tools in packaging. (02 Marks)
b. Explain various stages of product life cycle with suitable example. (06 Marks)
c. Explain new product development process. (08 Marks)
- 5 a. What is network marketing? (02 Marks)
b. What are the factors influencing pricing decisions? (06 Marks)
c. Explain the factors effecting the channel choice. (08 Marks)
- 6 a. What is strategic marketing planning? (02 Marks)
b. Explain the features and components of marketing audit. (06 Marks)
c. Explain the various steps involved in marketing planning. (08 Marks)
- 7 a. What is value based pricing and competition based pricing? (02 Marks)
b. What are the elements involved in designing physical distribution system? (06 Marks)
c. Explain target market strategies. (08 Marks)

Important Note: 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any re-writing or re-communication, appeal to evaluator and/or equations written eg. $4+8=12$, will be treated as malpractice.

CASE STUDY

HSK Ltd. is a fast growing fast food company. It has 42 product lines consisting of Pizza, Burgers, Sandwich, Chats, etc. It had a wide distribution network throughout the country catering through the retailers. It has top brand ambassadors. The products are advertised in various visual and print medias such as, television, magazines, newspapers, etc. The company has earned goodwill and surplus profits. Being successful in fast food industry the management decides to enter into ice-cream segment in all major cities of the country. India's current ice-cream market is worth Rs.3000cr, including the unorganized sector. There are few strong competitors existing in all major cities. The management decided to first conduct a market survey to understand the present market conditions. The company plans to invite top film stars and leading sports stars for inauguration.

Questions:

- a. What is a product mix? State the product mix of HSK Ltd. (04 Marks)
- b. What are the factors that drive the customers towards ice-cream shop? (04 Marks)
- c. In the present market conditions do you suggest HSK to diversify into new business or no? (04 Marks)
- d. What are the variables required to be studied by a team of HSK researchers during market survey? (04 Marks)

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