

USN

| | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|
| | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|

14MBA15

First Semester MBA Degree Examination, June/July 2015
Marketing Management

Time: 3 hrs.

Max. Marks: 100.

SECTION - A

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Distinguish between selling and marketing. (03 Marks)
- 2 Define impulse buying behaviour, with an example. (03 Marks)
- 3 What do you understand about under positioning and over positioning? (03 Marks)
- 4 Distinguish between specialty goods and unsought goods. (03 Marks)
- 5 Define price skimming and penetration pricing. (03 Marks)
- 6 Distinguish between advertisement and publicity. (03 Marks)
- 7 What is Marketing audit? State its characteristics. (03 Marks)

SECTION - B

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 What is Personal selling? Discuss the various stages involved in personal selling process. (07 Marks)
- 2 Define Channel conflict. Explain the different causes of channel conflict. (07 Marks)
- 3 Explain the various pricing strategies that determine the price of the product. (07 Marks)
- 4 What is 'Product Mix'? Explain the various product mix strategies, with an example. (07 Marks)
- 5 How do you differentiate your product from competitors? Briefly explain the strategies. (07 Marks)
- 6 Explain the stages of the consumer buying process. (07 Marks)
- 7 How Micro – Environmental factors affecting marketing department? Explain. (07 Marks)

SECTION - C

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 What are the distribution channels that can be chosen for the following products? Justify your answer: a) FMCG products b) Refrigerators c) Passenger cars d) Mobile phones. (10 Marks)
- 2 What are the steps involved in developing effective communication in marketing? Explain. (10 Marks)

- 3 Discuss the various stages of product life cycle, with suitable examples. (10 Marks)
- 4 Briefly describe the basis of consumer market segmentation. (10 Marks)
- 5 Explain the various stages involved in the adoption process, with suitable examples. (10 Marks)
- 6 What is a "Marketing plan"? What are the contents of marketing plan? (10 Marks)
- 7 Write a short note on : (10 Marks)
 - a) Marketing Myopia
 - b) Direct Marketing.

SECTION - D
CASE STUDY – [Compulsory]

Navin Mehta, a young Chemical Engineer, developed a new detergent during his M.Tech. course. Upon passing out, he invested a small capital to start manufacturing and selling the detergent under the brand name of Nippo. Coming from a middle – class family, Mehta decided to price his detergent much lower than the other detergents available in the market at that time. His pricing strategy paid rich dividends and Nippo became an instant success. Using his newly acquired financial strength, Navin developed a premium quality bathing soap with a unique colour and perfume. Although the cost price of this soap was high, Navin priced it substantially lower, maintaining a low profit margin, to be a comfortable product in the market.

Questions :

1. Do you feel Mr. Navin adopted a right pricing strategy for his detergent brand Nippo? Justify your answer. (10 Marks)
2. Do you feel Mr. Navin committed a pricing mistake in the case of the bathing soap? Give reasons. (10 Marks)
