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12MBA24

Second Semester MBA Degree Examination, Dec.2014/Jan.2015
Marketing Management

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any THREE full questions from Q.No.1 to 6.
2. Q.No.7 and 8 are compulsory.

- 1**
- Highlight any three differences between selling and marketing. (03 Marks)
 - What do you understand by the term market segmentation? How would you segment the market for toothpastes? (07 Marks)
 - How is cyber marketing different from conventional marketing? Explain with the help of example. (10 Marks)
- 2**
- What is brand? (03 Marks)
 - What are the various steps in the consumer decision making process in the following situation?
i) Bottled mineral water; ii) Purchase of lap top. (07 Marks)
 - What makes a manager to rely on the collection of primary data for marketing decisions? Elaborate with suitable example. (10 Marks)
- 3**
- What do you understand by merchandise planning? (03 Marks)
 - Explain the various marketing mix elements taking the example of small sized passenger car. (07 Marks)
 - How do the different stages of PLC affect the pricing decision? Explain giving suitable example. (10 Marks)
- 4**
- What is network marketing? (03 Marks)
 - Explain the marketing criteria to be used for selection of a brand name. Based on these criteria suggest a suitable brand name for the following production and services:
i) Fruit juice
ii) Indian fast food chain and
iii) Foot wear. (07 Marks)
 - Discuss the areas of application of marketing research. (10 Marks)
- 5**
- Explain the concepts of marketing plan. (05 Marks)
 - Develop the advertisement for the following products:
i) New TV channel; ii) Website. (05 Marks)
 - Discuss the factors that affect the selection of appropriate distribution channel. (10 Marks)
- 6**
- Identify a product/products that utilize packaging in each of these ways and evaluate the effectiveness of package for that functions. (10 Marks)
 - What type of promotion-mix can be used in the promotion of the following product/services? :
i) School bags ; ii) Industrial fans. (10 Marks)

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.

- 7 a. Take a company of your choice and examine its segmentation approach and practices. (05 Marks)
- b. Make out a brief picture of Indian online marketing scene, as of today. (05 Marks)
- c. Do you take Pepsi sponsorship of IPL-2013 as a wise move? (05 Marks)
- d. Rural markets of India no longer 'tomorrow's market'. It is the market of today, do you agree? Explain. (05 Marks)

- 8 Jeans have a wide appeal and acceptance in the country for their functional and symbolic value. Initially, jeans as a symbol of westernization "caught" on the urban markets with good number of foreign brands enjoying a strong brand equity in the market. Over the last two decades the appeal of jeans has spread to rural and semi urban markets and consumers in their markets are highly driven by the "aspirational" appeal of jeans. Apache, a brand of jeans has grown significantly in the last few years. The interesting aspect of this brand is that it is made of fine 2 ply twill, micro buffeted and enzyme washed for softness and is not made of denim. The brand is available in few colours and in few cities.

Questions:

- a. What kind of psychological factors can be used by the brand to influence consumer behavior in the jeans market? (10 Marks)
- b. Develop a suitable communication strategy for the brand for the rural markets for this product. (10 Marks)

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