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Second Semester MBA Degree Examination, June / July 2014
Marketing Management

Time: 3 hrs.

Max. Marks:100

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

- 1**
- a. Define Marketing and list three disciplines influencing the field of marketing. (03 Marks)
 - b. What factors influence consumer behavior and why? (07 Marks)
 - c. Explain the different marketing orientations. (10 Marks)
- 2**
- a. Define Marketing Myopia. (03 Marks)
 - b. Explain the impact of environment on firm's decision making. (07 Marks)
 - c. Describe diffusion of innovation through the different categories of Adopters. (10 Marks)
- 3**
- a. What is Black Box? (03 Marks)
 - b. Differentiate consumer markets and business markets. (07 Marks)
 - c. Define buying motives and explain the different types of buying motives. (10 Marks)
- 4**
- a. What is Newness in a product? (03 Marks)
 - b. Explain the new product development process. (07 Marks)
 - c. Describe product life cycle and discuss the marketing strategies adopted in each stage. (10 Marks)
- 5**
- a. Differentiate between price skimming and price penetration. (03 Marks)
 - b. Explain the different pricing strategies. (07 Marks)
 - c. Write short notes on : i) Packaging ii) Labelling. (10 Marks)
- 6**
- a. Differentiate between Advertising and sales promotion. (03 Marks)
 - b. What are channel conflicts and how to reduce channel conflicts? (07 Marks)
 - c. Enumerate the steps involved in marketing planning. (10 Marks)
- 7 Skill Based questions (Compulsory) :**
- a. Cellular Company Airtel went in for an extensive promotion of its services throughout the country. Hutch now Vodafone its major competitor wants to counter Airtel's move through outdoor campaign using hoardings or bill boards. How can it use its outdoor campaign to reach customers and set their mind share? What are the various benefits that hoardings or bill boards offer? (10 Marks)
 - b. Anchor Pvt. Ltd has launched a portal to facilitate B2B purchase and sale of electrical components by providing ready access for dealers and suppliers situated across the country. This was done to reduce the difficulties that arise due to the complexity of products and buying situations in traditional industrial selling. How could the company ensure that its portal is effective and serves the above purpose? (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.

8 **CASE STUDY (Compulsory) :**

IT firms like Infosys, Cognizant and TCS are focusing on internal communications and transparency to improve relationship with employees :

- a. What role do internal public relations department play? **(10 Marks)**
- b. How can it increase internal communications levels? **(10 Marks)**
