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22MBA15

## First Semester MBA Degree Examination, Dec.2023/Jan.2024 Marketing Management

Time: 3 hrs.

Max. Marks: 100

- Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.  
2. Question No. 8 is compulsory.  
3. M : Marks , L: Bloom's level , C: Course outcomes.*

			M	L	C
Q.1	a.	Define Marketing.	3	L1	CO1
	b.	Define Channel conflict. Explain the sources of conflict.	7	L3	CO4
	c.	Explain Product Life Cycle and strategies used by a marketer in various stages.	10	L4	CO3
Q.2	a.	What is Brand Equity?	3	L1	CO2
	b.	Explain product hierarchy for the product "Maaza".	7	L4	CO3
	c.	Explain basis for Market segmentation.	10	L3	CO5
Q.3	a.	Define Segmentation.	3	L5	CO1
	b.	What is Brand? Explain different Branding Strategies.	7	L3	CO2
	c.	Explain the steps in developing Effective Communication.	10	L4	CO3
Q.4	a.	What is Neuro Marketing?	3	L2	CO6
	b.	Define Marketing Audit. Explain its features.	7	L3	CO6
	c.	Explain the components of Marketing Environment.	10	L3	CO1
Q.5	a.	What is Push and Pull strategy?	3	L1	CO4
	b.	Explain various functions of Marketing.	7	L2	CO1
	c.	Illustrate with suitable example for adopting different pricing strategies by a Marketer.	10	L4	CO3
Q.6	a.	Define Packaging.	3	L1	CO3



	b.	Illustrate the Buying Roles depicted by customer for purchasing IFB Dish Washer.	7	L2	CO2
	c.	Explain the factors influencing Consumer Buying Behavior.	10	L3	CO2
Q.7	a.	Define Integrate Marketing Communication.	3	L1	CO4
	b.	Explain different Targeting Strategies.	7	L1	CO5
	c.	Write a note on : i) Service Marketing                      ii) Green Marketing iii) Sensory Marketing                      iv) Societal Marketing Concept.	10	L3	CO6
Q.8	<b><u>CASE STUDY :</u></b>  <p>The Shampoo market in India was estimated at Rs.21.41 billion per annum as on April 2016, growing annually at a rate of 20.5%. The market was dominated by India's largest fast moving consumer goods company. HuL and one of the World's largest consumer goods companies, Procter and Gambler.</p> <p>The Shampoo market in India has changed significantly since 1960's , when it became a 1<sup>st</sup> life style product in urban houses. As of 2016, it was having competitive market lead by HuL &amp; P &amp; G. Analysis reveals the competition to get intensify more, with the entry of companies such as ITC and Dabur. Market is marked by intense competition from domestic as well as International companies. The changing dynamics in the industry, coupled with a comparatively low penetration rates, offer the players in this market, the opportunity to grow in both the top and bottom end of the market, according to analysis.</p>				
	a.	What according to you are the reasons for changes happening in Shampoo market?	5	L3	CO2
	b.	In changing scenario, what should a company like HuL, do to sustain its leadership position in shampoo market?	5	L1	CO4
	c.	ITC is planning to enter the shampoo market in India. According to you what targeting strategy should it adopt to emerge as leading player in the market?	5	L3	CO5
	d.	What Marketing mix ITC can establish to capture Indian Market?	5	L5	CO1

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