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14MBA15

First Semester MBA Degree Examination, Dec.2016/Jan.2017
Marketing Management

Time: 3 hrs.

Max. Marks:100

SECTION - A

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

- 1 Define Marketing Management. (03 Marks)
- 2 What is Consumer Behavior? (03 Marks)
- 3 Define Positioning. (03 Marks)
- 4 What is Product Line? (03 Marks)
- 5 What do you understand by value based pricing? (03 Marks)
- 6 What is Brand Equity? (03 Marks)
- 7 What is Marketing Audit? (03 Marks)

SECTION - B

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

- 1 Discuss the Micro Environment factors affecting today's marketing function. (07 Marks)
- 2 Explain the consumer buying Decision process, with an example. (07 Marks)
- 3 Discuss the various product differentiation strategies for Bathing soap. (07 Marks)
- 4 Enumerate the steps in marketing planning. (07 Marks)
- 5 Discuss the steps involved in personal selling process. (07 Marks)
- 6 Discuss the steps in New product Development process. (07 Marks)
- 7 Discuss the factors considered for the choice of Distribution channels for online retail stores. (07 Marks)

SECTION - C

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

- 1 Discuss the factors influencing consumer buying behavior. (10 Marks)
- 2 Enumerate the stages of Product Life cycle and strategies adopted by companies in each stage of Life cycle. (10 Marks)
- 3 What is Sales Promotion? What are the different kind of sales promotions. (10 Marks)



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- 4 What roles would a father, mother and 7 year old son play in the buying of
i) Car ii) Choice of restaurant for dinner iii) Washing machine. (10 Marks)
- 5 Explain the different pricing strategies. (10 Marks)
- 6 What are the basis for market segmentation? Use the same basis for mapping a segment for high end furniture shop. (10 Marks)
- 7 Explain the importance of packaging in selling of a product in the market. (10 Marks)

SECTION - D

CASE STUDY – [Compulsory]

Channel O lena

When computer giants HP and Compaq merged, they faced various problems, one of them was with distribution. Before merger both the companies had similar type of distribution channel which competed with each other.

Both the companies had appointed channel members exclusively in each district who were responsible for companies product lines in the given region.

The channel members had been with the companies for a very long time and had invested substantial money and time for company's growth. They would often face off with each other for business in the region.

After merger, company decided to combine with the same channel structure, having one exclusive channel partner in a district.

Questions :

1. What criteria you suggest for evaluating the channel members for continuation or Termination in a district? (10 Marks)
2. What are the Implications of the decision taken by the company after merger? (10 Marks)
