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**First Semester MBA Degree Examination, Dec.2017/Jan.2018**  
**Marketing Management**

Time: 3 hrs.

Max. Marks:100

**SECTION - A**

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

- 1 What is the difference between market and Marketing? (03 Marks)
- 2 Define consumer behavior. (03 Marks)
- 3 What do you understand by USP? (03 Marks)
- 4 List out product mix dimensions. (03 Marks)
- 5 Elaborate cost based pricing strategy. (03 Marks)
- 6 Write different elements of communication. (03 Marks)
- 7 Explain market planning. (03 Marks)

**SECTION - B**

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

- 1 Illustrate with example the concept of marketing management. (07 Marks)
- 2 Explain different factors that are influencing consumer behavior. (07 Marks)
- 3 With a neat block diagram, explain STP model. (07 Marks)
- 4 Elaborate different step involved in developing new product. (07 Marks)
- 5 Explain internal factor that are influencing pricing. (07 Marks)
- 6 Explain 5 m's in developing advertisement. (07 Marks)
- 7 Explain different components of marketing audit. (07 Marks)

**SECTION - C**

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

- 1 What do you understand by the term marketing mix? How would the marketing mix strategies vary during different stage of the product life cycle? (10 Marks)
- 2 How is cyber marketing different from conventional marketing? Explain with the help of example. (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.





14MBA15

- 3 What are the various segmentation bases used by marketers? Explain with the help of example. What would be suitable segmentation bases for the following and why?
- Cellular phones with built in camera of 20b MP and T.V.
  - Iodised salt. (10 Marks)
- 4 Suggest appropriate channel design in the following situation and justify your answer:
- An international brand entering India with range of personal care product for men.
  - Manufactures of premium / expensive footwear for women. (10 Marks)
- 5 Briefly explain the various step in the consumer decision making process. Do all consumer decision involve these steps? Justify your answer. (10 Marks)
- 6 After the execution of a full campaign, is it necessary to measure its effectiveness. Give justification in support of your answer. (10 Marks)
- 7 Identify the 7 components for a comprehensive brand strategy. Select any consumer product of your choice and suggest a suitable brand name for it. Justify your choice on the basis of certain marketing criteria to be followed. (10 Marks)

**SECTION - D**  
**CASE STUDY - [ Compulsory ]**

Oriflame India has introduced an after shave lotion under the brand name Rebel following the brand Giodani (₹ 595 for 100 ml). The company also has Giodani deodorant roll on priced at ₹ 150 for 50 ml and Glacier after shave lotion priced at ₹ 495 for 100 ml. The objective of the company is to introduce a range of fragrances associated with its line of after shave lotion. Rebel has been positioned as the fragrance for the rugged man. It is targeted at the 30 plus male A<sub>1</sub>, A<sub>2</sub> household with a monthly income of ₹20000 plus. The brand is distributed through the multi-level channel of oriflamme. The fragrance market is estimated to be around ₹ 100 crores and after shave lotions have a significant share of the market. Old spice, Park Avenue and Denim are some of the established branches in the after shave lotion market. Rebel, is a premium brand that serves the higher end of the market.

Question:

- Comment on the product mix strategy of oriflamme India. (10 Marks)
- Formulate a suitable promotion strategy for Rebel. Which media option do you suggest for the product and why? (10 Marks)

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