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14MBA15

First Semester MBA Degree Examination, June/July 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. (03 Marks)
- 2 Explain the importance of consumer behavior. (03 Marks)
- 3 What is brand equity? (03 Marks)
- 4 Write short note on packaging and labeling. (03 Marks)
- 5 Explain the channel conflict. (03 Marks)
- 6 Briefly explain AIDA model. (03 Marks)
- 7 Explain marketing audit. (03 Marks)

SECTION - B

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

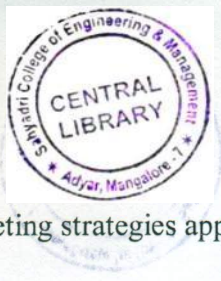
- 1 Describe the marketing mix and explain its constituents briefly. (07 Marks)
- 2 Discuss in detail the various factors affecting consumer behavior. (07 Marks)
- 3 Explain the target marketing strategies in detail. (07 Marks)
- 4 Discuss the steps involved in new product development, with examples. (07 Marks)
- 5 Describe the different types of pricing strategies. (07 Marks)
- 6 What steps are required in developing an advertising program? (07 Marks)
- 7 Explain the features of marketing audit. (07 Marks)

SECTION - C

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

- 1 What is marketing environment? Explain the micro and macro environmental factors affecting today's marketers. (10 Marks)
- 2 Discuss in detail the consumer purchase decision process with an example. (10 Marks)
- 3 Explain the concept market segmentation and describe the bases for sequencing consumer markets. (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.



- 4 Describe the marketing strategies applied during each stage of product life cycle (PLC). (10 Marks)
- 5 What are criteria for the effective channel choice? Explain. (10 Marks)
- 6 Explain the steps involved in effective communication with examples. (10 Marks)
- 7 Describe the process of marketing planning with examples. (10 Marks)

SECTION - D
CASE STUDY – [Compulsory]

Manish and Anush are two young aspiring entrepreneurs. They both have completed their post graduate programme from a reputed business school in Bangalore. They both thought instead of doing job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms.

Mushrooms are considered to be the best alternative food for vegetarians. For both of them, fund raising was a serious concern for mass production. However, the first trial batch of mushrooms that they produced was bought by few of the hotels in Bangalore. Further, the hotels placed orders for supply of 15 kgs every day.

Now mushroom industry started growing and mostly run by small entrepreneurs, like Manish and Anush. During this time they learnt that another big player by name Ms. Crystal Mushrooms, equipped with cold storage and other facilities was more interested in the export market.

Manish and Anush have set their sights high. They now aim to sell mushrooms in a very big way to all over India. Mushrooms have a great market potential and is a perishable food.

- 1 According to you what is the problem in the case? (05 Marks)
- 2 What are the steps to be taken before starting any business? (05 Marks)
- 3 How will you advise Manish and Anush, as how to increase the consumer awareness about this new food? (05 Marks)
- 4 What would be your suggestions for distribution channel for mushrooms? (05 Marks)

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