

CBCS SCHEME



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16/17MBA15

First Semester MBA Degree Examination, June/July 2019 Marketing Management

Time: 3 hrs.

Max. Marks:80

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

2. Question No. 8 is compulsory.

- 1 a. Differentiate between selling concept and Marketing concept. (02 Marks)
b. Explain the functions of Marketing. (06 Marks)
c. What are the factors to be considered under Marketing Environment Analysis? Explain. (08 Marks)
- 2 a. Define Consumer Behaviour. (02 Marks)
b. Describe Nicosia model of Consumer Behaviour. (06 Marks)
c. Explain the various factors, which affect the consumer buying behaviour. (08 Marks)
- 3 a. What is Brand Equity? (02 Marks)
b. What are the major brand strategy decisions for a company in the context of building brands? (06 Marks)
c. What is Market Segmentation? Explain the basis for segmentation. (08 Marks)
- 4 a. What is the role of Labelling? (02 Marks)
b. Trace the stages of a products life cycle and the marketing strategies relevant to each stage. (06 Marks)
c. Explain the stages of New Product Development. (08 Marks)
- 5 a. What is Skimming Pricing? (02 Marks)
b. Explain the different channels of distribution. (06 Marks)
c. Briefly explain the different types of Pricing. (08 Marks)
- 6 a. What is Marketing Audit? (02 Marks)
b. Explain the strategic planning process in detail. (06 Marks)
c. What are the steps in Marketing Planning? Explain. (08 Marks)
- 7 a. What is Targeting? (02 Marks)
b. Analyse the factors influencing price decision. (06 Marks)
c. Describe Marketing to the 21st century customers in detail. (08 Marks)

8 CASE STUDY :

Changing Dynamics in the Shampoo Market in India

The shampoo market in India was estimated at Rs 21.41 billion per annum as of February 2014, growing annually at a rate of 16.5%. The market was dominated by India's largest Fast Moving Consumer Goods (FMCG) company, Hindustan Unilever Ltd (HUL) and one of the World's largest consumer goods companies, Procter and Gamble Company (P & G).



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The Shampoo market in India has changed significantly since the 1960s, when first, it became a lifestyle product in Urban homes. As of 2014, it was a very competitive market, with dominant players such as Hindustan Unilever Ltd, and Procter and Gamble Company. Analysts expect the competition in the market to intensity further, with the entry of companies such as ITC Ltd. The market is marked by intense competition from domestic as well as multinational 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 ends of the market , according to the analysts.

- a. Critically analyse the Shampoo market in India. Discuss how the market has evolved over the years. (04 Marks)
- b. What according to you, are the reasons for the changes, happening in the Shampoo market? (04 Marks)
- c. In the changing Scenario, what should a company like HUL, do to sustain its leadership position in the shampoo market? (04 Marks)
- d. ITC is planning to enter the shampoo market in India. According to you, what strategy should it adopt to emerge as a leading player in the market? (04 Marks)
