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18MBA15

## First Semester MBA Degree Examination, Aug./Sept.2020 Marketing Management

Time: 3 hrs.

Max. Marks: 100

**Note: 1. Answer any Four questions from Q.No. 1 to Q.No. 7.  
2. Question No. 8 is compulsory.**

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|----------|---|
| <b>1</b> | a. What is Marketing Management? <span style="float: right;">(03 Marks)</span><br>b. Discuss the various functions of Marketing. <span style="float: right;">(07 Marks)</span><br>c. Briefly explain the factors affecting Marketing Environment. <span style="float: right;">(10 Marks)</span>                             |
| <b>2</b> | a. Define Consumer Behaviour. <span style="float: right;">(03 Marks)</span><br>b. Describe the various stages in consumer purchase decision making process. <span style="float: right;">(07 Marks)</span><br>c. Explain the factors that influence the consumer behavior. <span style="float: right;">(10 Marks)</span>     |
| <b>3</b> | a. What is Positioning? <span style="float: right;">(03 Marks)</span><br>b. What is Market Segmentation? Briefly explain the requisites of effective segmentation. <span style="float: right;">(07 Marks)</span><br>c. Describe the various branding strategies. <span style="float: right;">(10 Marks)</span>              |
| <b>4</b> | a. What is Product line? <span style="float: right;">(03 Marks)</span><br>b. What are Services? Explain the characteristics of services. <span style="float: right;">(07 Marks)</span><br>c. Explain the stages in new product development. <span style="float: right;">(10 Marks)</span>                                   |
| <b>5</b> | a. What is Network Marketing? <span style="float: right;">(03 Marks)</span><br>b. Discuss the various factors that influences the pricing. <span style="float: right;">(07 Marks)</span><br>c. What is Channel of Distribution? Explain the factors affecting channel choice. <span style="float: right;">(10 Marks)</span> |
| <b>6</b> | a. Define Marketing Planning. <span style="float: right;">(03 Marks)</span><br>b. Explain AIDA model for communication. <span style="float: right;">(07 Marks)</span><br>c. Discuss the methods need for preparing advertising budget. <span style="float: right;">(10 Marks)</span>  |
| <b>7</b> | a. Define Marketing Audit. <span style="float: right;">(03 Marks)</span><br>b. Explain the components of Marketing Audit. <span style="float: right;">(07 Marks)</span><br>c. Discuss the various stages in Marketing Planning Process. <span style="float: right;">(10 Marks)</span>                                       |

**8 CASE STUDY :**

SLR is a multinational company engaged in manufacturing of ready to eat food products. The company is manufacturing various product lines consistence of noodles, Rava idli mix and all other north and south Indian food items. SLR company is having production units in Delhi, Mumbai and Bangalore. The company had an extensive distribution network in all major cities catering to the retailers. They had brand ambassadors in different regional languages and advertised their products through T.V and print media.

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.

SLR had a very good name in the market and the company had surplus cash. The board decides to enter into coffee shops in all major cities. Coffee day is their biggest competitors. The board decided to conduct a market survey to understand the market pulse.

**Questions :**

- a. What is Product Mix? Write a product mix of SLR Company. (05 Marks)
- b. Discuss the scope of coffee shops in India. (05 Marks)
- c. Is it advisable to diversify to the above business in the present context? (05 Marks)
- d. What are the variables need to be studied by the market survey. (05 Marks)

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