



CBCS SCHEME

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18MBA15

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

Time: 3 hrs.

Max. Marks: 100

Note: 1. Answer any FOUR full questions from Q.No.1 to 7.
2. Q.No. 8 is compulsory.

- 1 a. Explain Societal Marketing concept. (03 Marks)
b. Marketing people are involved in marketing ten types of entities. Briefly explain what are they. (07 Marks)
c. Explain the stages of consumer buying decision process and the factors that influence CBDP. (10 Marks)
- 2 a. What is Routinized Response Behaviour? (03 Marks)
b. What are the benefits of market segmentation? Briefly explain. (07 Marks)
c. Explain product life cycle and its strategies (10 Marks)
- 3 a. What is branding? (03 Marks)
b. Explain Target market strategies. (07 Marks)
c. Explain the shifts in marketing management and marketing to the 21st century customer. (10 Marks)
- 4 a. What is Marketing Myopia? (03 Marks)
b. Briefly explain Micro and Macro environmental aspects influencing marketing decisions. (07 Marks)
c. Explain the channels available for distribution of consumer goods. (10 Marks)
- 5 a. What are buying motives? (03 Marks)
b. Explain internal and external factors influencing pricing decisions. (07 Marks)
c. Explain the components of marketing audit. (10 Marks)
- 6 a. State the objectives of advertising. (03 Marks)
b. Explain AIDA concept of message development. (07 Marks)
c. Explain pricing strategies and objectives of each strategy. (10 Marks)
- 7 a. What is Network Marketing? (03 Marks)
b. Explain the advantages of data base marketing and CRM. (07 Marks)
c. i) Explain the step involved in marketing planning.
ii) What is services marketing? And explain its characteristics. (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.

CASE STUDY – Compulsory

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Nike's Marketing Strategy

Nike's marketing strategy rested entirely upon a brand image which is favorable and has evolved into a great multinational enterprise over time. The brand image has been kept afloat due to the strong association with the Nike's logo which is quite distinctive and the slogan "Just do it" which has been used in advertisements for quite some time.

The targeting strategies include, among others the sponsorship of products by professional athletic teams, celebrity athletes and college athletic teams. Second strategy that Nike applies is the designing of product destination. It does this by associating success with the product. Finally, Nike targets the consumers who are likely to develop product intimacy; those who care more about the utility and quality of the product than the price.

Distribution strategies embraced by an organization can either give them an edge in market or make them lag behind the winners in the market. The more efficient the product distribution is the more sales and thus more profits.

Apart from Nike selling quality products which have led to a high degree of customer loyalty, the promotional strategies that the company employs are simply superb.

Answer the following questions.

- Explain Nike's target marketing strategies.
- Explain the pricing strategies.
- Explain the strategies to improve the distribution of Nike's products.
- Explain promotional and communication strategies for Nike.

(20 Marks)
