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**20MBA15**

## First Semester MBA Degree Examination, Jan./Feb. 2021 Marketing Management

Time: 3 hrs.

Max. Marks:100

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

- 1
  - a. Write a note on 3V concepts of Nirmalaya Kumar. (03 Marks)
  - b. What are the general principles of Green Marketing, used to determine a product in Eco – Friendly. (07 Marks)
  - c. Discuss the Macro – Economic factors which are likely to affect the marketing activities of an organization. (10 Marks)
  
- 2
  - a. Define Sensory Marketing. (03 Marks)
  - b. Simplify the bases of Segmentation. (07 Marks)
  - c. Interpret the factors influencing Consumer Behaviour. (10 Marks)
  
- 3
  - a. What are the characteristics of Service? (03 Marks)
  - b. Streamline the steps of New Product Development. (07 Marks)
  - c. Discuss the Marketing strategy formulation with suitable examples across PLC stages. (10 Marks)
  
- 4
  - a. Differentiate B2B and B2C marketing. (03 Marks)
  - b. Justify the role of Labeling in Packing. (07 Marks)
  - c. Establish the tasks involved in Market Positioning. (10 Marks)
  
- 5
  - a. Write the significance of Pricing. (03 Marks)
  - b. Compose the procedure of Market Channel Designing. (07 Marks)
  - c. Illustrate the strategies of Pricing. (10 Marks)
  
- 6
  - a. Write a note on AIDA Model. (03 Marks)
  - b. Generate and workout the components of CRM. (07 Marks)
  - c. Accumulate and Analyze the key components of Digital Marketing. (10 Marks)
  
- 7
  - a. What is M – Commerce? (03 Marks)
  - b. Synthesis the process involved in Personal Selling. (07 Marks)
  - c. Articulate the components of Marketing Audit. (10 Marks)

**8 CASE STUDY (Compulsory) :**

With the age of Internet Revolution Prevailing in the Indian Market and the Indian youth becoming more Net – Savvy. Famous global restaurant chain brands like KFC have been increasing their presence on social media platforms. In India, KFC is the number one restaurant brand on Social Media. The objective of the entire Social Media campaign that revolved around apps like the Radio KFC RJ Hunt Design your own Bucket campaign, curry cature and WOW menu option , is to appeal to and target young audience who are their target groups and also to develop brand engagement with this segment.



Ultimately the objective was to increase the sale of KFC products in India. Radio KFC RJ Hunt was basically a campaign to promote KFC along with KFC in – house radio channel. 3000 people from around 30 Indian cities participated in the competition.

With the FACEBOOK app, Fans recorded their voices over the Internet and were provided analog radio experience. Design your own Bucket was another fabulous campaign where the participants had to come up with creative and colorful KFC Buckets. It received around 12000 entries. Curry-Cature was another creative campaign where participants could choose either male or female characters which were wacky, have an ethnic Indian touch to them and then upload their pictures. The next was the WOW – Menu option on a Rs 500. This app allowed users to scan currency notes of Rs 500 denomination which could then suggest various food menus that could be purchases within this budget. As a result of these campaigns KFC was featured among the Top 5 socially devoted brands by the media. Post sentiment grew to 93%, Engagement rate became 3 times the Industry average. Placed among the top 5 fastest growing Social Media brands in the Country.

**Questions :**

- a. How Social Media is considered as one of the best channel for promotion? **(10 Marks)**
- b. The behavioural factors of Indian consumers are blended with the Environmental factors. Justify **(10 Marks)**

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