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Total Number of Pages: 02

Course: MBA  
Sub\_Code: 18MBA102

337-13/01/2025--44  
1<sup>st</sup> Semester Back Examination: 2024-25  
SUBJECT: Marketing Management  
BRANCH(S): MM, RM, BA, FM&HRM, GM, FM, LSCM, HRM, IB, MBA (A & M), MBA  
Time: 3 Hours  
Max Marks: 100  
Q.Code: R452

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- What are the 4 Ps of marketing?
- Define Consumerism?
- Define the term Holistic marketing
- Define Product Life Cycle (PLC).
- What is marketing myopia?
- Define Guerrilla marketing.
- What do you mean by digital marketing?
- Differentiate between needs and wants?
- Define societal marketing.
- What are the elements of the promotional mix?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- "The present-day market is consumer-oriented" Explain with the help of an example from an Indian context.
- What is segmentation? What are the criteria for effective segmentation?
- What is the 80:20 principle in marketing? How does the 80:20 rules work?
- Define Marketing Mix. Define all the components present in Marketing Mix by giving suitable examples.
- What is the marketing environment? Discuss the various factors that influence the operations of business, particularly in the Indian context.
- You are planning to buy a brand-new laptop. Describe the decision-making process involved in purchasing the laptop. Discuss the critical factors that would influence this purchase-behavior process.

- g) Differentiate between Organizational Buying Behavior Vs. Consumer Buying Behavior?
- h) What is positioning? Explain various product differentiation strategies that can be used for positioning.
- i) Describe five macro-environmental elements. How they affect a marketing manager's decisions?
- j) What factors are taken into consideration by a company before selecting its distribution channel?
- k) What is personality? Explain the influence of personality on consumer Behaviour.
- l) What is a 'Product'? What are its categories? Draw the process of New Product development.

### Part-III

#### Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** a) Several competing philosophies, such as the Selling concept, Production concept, and Product concept, exist. How are these different from one another? How are these different from the marketing concept? **(8x2)**
- b) Define the Bottom of the Pyramid concept. What are the different Characteristics of the Bottom of the Pyramid Market?
- Q4** a) You are the manager of a highly sought-after brand of apparel that offers a complete range of high-priced but good-quality trendy wear for both boys and girls. Describe how an understanding of consumer behaviour would be helpful to you in deciding on your (i) Segmentation strategy, (ii) New product introduction (iii) Promotion strategy? **(8x2)**
- b) What are the different steps involved in a new product launch? Discuss with the help of a suitable example.
- Q5** a) Elaborate on the different stages of the Product Life Cycle (PLC) and discuss the strategies needed in each stage by giving a suitable example. **(8x2)**
- b) Explain the importance of Pricing in the marketing mix. What are the determinants in pricing a product?
- Q6** a) What do you understand by the distribution of channels? A multinational company is planning to launch its brand of cosmetics in India. What channels of distribution should it adopt to make an impact in the already crowded markets of cosmetics? **(8x2)**
- b) You will design a marketing mix for the following products. Justify your answer (Make assumptions wherever necessary).
- i) Television
  - ii) Portable MP3 player
  - iii) Branded T-shirt