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Total Number of Pages: 02

Course: MBA  
Sub\_Code: MBPC1002

1<sup>st</sup> Semester Regular Examination: 2024-25

SUBJECT: Marketing Management

BRANCH(S): MBA, LSCM, IB, HRM, MBA (A & M), GM, FM, FM&HRM, BA, MM, RM, HCHM

Time: 3 Hours

Max Marks: 100

Q.Code: R453

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)**

- a) Define Guerrilla marketing.
- b) What are the 7Ps of marketing?
- c) Define Consumerism.
- d) What do you mean by impulse buying?
- e) What do you mean by opinion leaders?
- f) What do you mean by USP?
- g) What is a perception in consumer behaviour?
- h) What is post-purchase dissonance?
- i) State the difference between needs and want.
- j) Who are opinion seekers?

**Part-II**

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

**(6 x 8)**

- a) What is the 80:20 principle in marketing? How does the 80:20 rules work?
- b) Describe the consumer decision-making process.
- c) Explain the Black box model of consumer behaviour.
- d) A manufacturer of household cleaning products is interested in learning what motivates consumers to buy its products. What needs do you think consumers are trying to satisfy when buying and using these products?
- e) Write short notes on:
  - Marketing Myopia
  - Relationship Marketing
- f) What are the factors influencing the consumer decision-making process?
- g) Discuss how the marketing mix strategy would vary between different stages of PLC.

- h) Satisfaction may depend on consumers' expectations of product performance and the feelings experienced during consumption. How important do you believe each of these factors might be in determining satisfaction with the following products: scissors, an amusement ride, vitamin pills?
- i) What are the macro and micro environmental factors that influence the marketing environment of a firm?
- j) How does the VALS framework help in psychographic market segmentation?
- k) What are the criteria for the selection of a target market?
- l) What is the difference between the roles of the family in influencing the purchasing decision in India as compared to USA?

### Part-III

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

- Q3** a) What are the bases for market segmentation of consumer goods and industrial goods? **(8x2)**  
b) State the characteristics of the Bottom of the Pyramid concept in relation to marketing
- Q4** a) As a marketing manager, propose and formulate an STP strategy for a newly launched EV scooter. Discuss the basis for your strategy. **(8x2)**  
b) What are the factors influencing pricing decisions?
- Q5** a) Define marketing concept. How it is different from the production concept and product concept? **(8x2)**  
b) Why cross-cultural understanding is vital for an organization to influence the consumer purchase decision?
- Q6** a) How diffusion of innovation can be used as a strategy for the adoption of products? **(8x2)**  
b) What is the impact of social media in influencing purchase decision-making in the context of Indian youth?