Hall Ticket No ☐☐☐☐☐☐☐☐☐☐ Question Paper Code: CMB010

MBA II Semester End Examinations (Regular/Supplementary) - June, 2018

Regulation: .−R16

MARKETING MANAGEMENT

Time: 3 Hours   (MBA)   Max Marks: 70

Answer ONE Question from each Unit
All Questions Carry Equal Marks
All parts of the question must be answered in one place only

UNIT – I

1. (a) What are 4 Ps of Marketing? Explain briefly with marketing variables under each "P". **[7M]**
   (b) Explain Porter's generic value chain in detail. **[7M]**

2. (a) Explain briefly the different stages involved in the "Marketing Research Process". **[7M]**
   (b) What is a marketing plan? What are the contents of a marketing plan? **[7M]**

UNIT – II

3. (a) What are the determinants of "Customer Delivered Value"? **[7M]**
   (b) Define consumer behavior. Explain the factors influencing consumer behavior. **[7M]**

4. (a) Illustrate 'five product levels' which constitute a customer value hierarchy? **[7M]**
   (b) Explain different stages in the "New Product Development Process". **[7M]**

UNIT – III

5. (a) What is demographic segmentation? State few demographic segmentation variables used for segmenting consumer markets. **[7M]**
   (b) Explain the 'Effective Segmentation Criteria' used by organizations to segment their markets. **[7M]**

6. (a) In the context of positioning, State few negatively correlated attributes and benefits. What methods does an organization take to overcome such negatively correlated attributes? **[7M]**
   (b) What is behavioral segmentation? Explain few behavioral segmentation variables used in consumer markets. **[7M]**

UNIT – IV

7. (a) Describe different "channel levels" based on the number of intermediaries in consumer marketing. **[7M]**
   (b) Elucidate different 'channel power' used by the manufacturer to alter the behavior of channel members. **[7M]**

8. (a) Define advertising. Explain briefly the five M's of advertising. **[7M]**
   (b) Define sales promotion. What are the different consumer- directed Sales Promotion tools? **[7M]**

UNIT – V

9. (a) Explain the concept of perceived value pricing with the help of an example. **[7M]**

   (b) What can be the different pricing objectives followed by organizations in setting the price of its products/services? **[7M]**

10. (a) What are the different modes of entry into foreign markets? **[7M]**

    (b) Explain the concept of sustainability with the help of an example. **[7M]**

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