

**R17****Code No: 742AB****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA II Semester Examinations, June/July-2018****MARKETING MANAGEMENT****Time: 3 hours****Max.Marks:75**

**Note:** This question paper contains two parts A and B.  
Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

**PART - A****5 × 5 Marks = 25**

- 1.a) What is the benefit of understanding the customer's total experience with a product? [5]
- b) Differentiate firm's marketing measures from the internal measures of performance. [5]
- c) Why do customers needs be considered as the driving force in segmenting a market? [5]
- d) Why is it advantageous for a business to use more than one marketing channel? [5]
- e) How does the penetration-pricing strategy create customer value? [5]

**PART - B****5 ×10 Marks = 50**

2. A modern library but run by a private organization has some summer and winter vacation knowledge workshops for school children like creative writing, storytelling, etc. The demand escalates to unmanageable situation at times. Suggest specific strategies to increase the business of the library and stabilize the revenue throughout the year. [10]

**OR**

- 3.a) How does the mix of customers who are satisfied, neutral, and dissatisfied affect the prospects of net profit of a business?
- b) How could a business have a high customer retention rate but a low customer loyalty score? [5+5]
4. "It may be argued that classifying consumer goods is a dynamic process." Give examples with reasons, how a tropical fish may be considered a convenience good, shopping good or a specialty good by different buyers. Can you identify a product that (generally speaking) has "migrated" from one consumer goods classification to another? [10]

**OR**

- 5.a) How could a business with an attractive product position achieve a lower market share?
- b) Why would an extension of a product line to include a small number of related products contribute to higher levels of profitability? [5+5]





6. Explain concept of positioning and repositioning with the perceptual map of a FMCG. [10]

**OR**

- 7.a) How do firm demographics help shape business-to-business customer needs?  
b) What is a segment value proposition? Why is it a critical part of the segmentation process? [5+5]
- 8.a) How can a marketing channel with a lower marketing ROI be more profitable?  
b) How does e-marketing help businesses reach customers, lower costs, and improve customer service? [5+5]

**OR**

- 9.a) How does the use of a channel system either enhance or detract from customer value?  
b) Why can a channel system be a source of competitive advantage? [5+5]
10. For each of the following products, should the seller adopt a market-skimming or a market penetration pricing strategy? Support your decision in each instance.  
a) High-fashion dresses styled and manufactured by Yves St. Laurent  
b) An exterior house paint that lasts twice as long as any competitive brand  
c) A by-subscription website that sends you daily e-mails containing information about up to five topics of your choosing  
d) A tablet that converts a gallon of water into a gallon of automotive fuel. [10]

**OR**

- 11.a) How would a business estimate the price elasticity needed for a price decrease that would maintain the current level of profits?  
b) What is plus-one pricing and why is it more likely to be in the mature stage of the product lifecycle? [5+5]

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