

Code: 14E00103

MBA I Semester Supplementary Examinations June/July 2018

**MARKETING MANAGEMENT**

(For students admitted in 2014, 2015 &amp; 2016 only)

Time: 3 hours

Max. Marks: 60

**SECTION – A**

(Answer the following: (05 X 10 = 50 Marks))

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- 1 Why are environmental scanning and analysis important to marketers?  
**OR**
- 2 Discuss the core marketing concepts.
- 3 What is meant by product life cycle? What marketing strategies are appropriate at each stage of the product life cycle?  
**OR**
- 4 Explain the patterns of target market selection.
- 5 What are the distinctive characteristics of services?  
**OR**
- 6 Discuss the role of marketing channels.
- 7 Explain different steps in setting the price for a product.  
**OR**
- 8 What are the different procedures involved in managing the sales force.
- 9 Discuss the different types of marketing control.  
**OR**
- 10 Explain various retail developments that are changing the way of consumers/manufactures buy/sell.

**SECTION – B**

(Compulsory question, 01 X 10 = 10 Marks)

**11 Case Study:**

Reference: Marketing by Paul Baines, Chris Fill &amp; Kelly page.

Using a single base to segment a market is usually unproductive most successful companies use several bases and fuse the data to expose meaningful segments like NIVEA sun brand. The brand owner, Beiersdorf, uses market research to understand its markets and to then develop viable segments. In the protection market, research was used to determine different types of people in the market, based on their demographic data that are combined with data about their attitudes towards the use of sun care products.

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From this they have been able to identify different consumer segments.

- Concerned consumers – sun protection is really important and the main reason to buy.
- Sun avoiders – they prefer to stay out of the sun and they regard sun care as a hassle.
- Sun lovers – this group worship sunshine and know how to use and value products that provide protection. They understand sun protection factors (SPF).
- Careless tanners – these people like the sun but don't bother to protect themselves.
- Beauty conscious – this group likes to tan themselves, know that protection is important, but don't really understand or worry about SPFs.

Many organizations develop segments in this way and use the information to develop personality profiles of each of their segments. These segments are then used to develop products and services that are of value to each segment. If sufficient knowledge is collected about people's media usage and preferences, the segment profile can then be used to develop suitable marketing communications.

**Questions:**

- (a) Which of the five segments listed above would prefer easy-to-use sun care products and which groups are most likely to want a brand they can trust?
- (b) Using at least three different bases for each of the following, how might you segment the mobile phone, energy drinks, and fashion clothing markets.
- (c) Think of a brand you like and buy regularly and consider what characteristics you favour and how the brand owner might classify and segment people like you.

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