First Semester M.B.A. Degree Examination, January/February 2018
(CBCS) (2014 – 15 & Onwards)
MANAGEMENT
Paper – 1.5 : Marketing for Customer Value

Time : 3 Hours   Max. Marks : 70

Answer **any five** questions from the following, **each** questions carries **5** marks.   **(5×5=25)**

1. What are the five levels of a product ?

2. Discuss the different demographic variables that are used to segment the market.

3. What are the different strategies used by a niche marketer to enhance market share ?

4. Illustrate and explain various stages of the product life cycle with suitable examples.

5. What is meant by positioning ? Explain with examples of Indian products how positioning has been done.

6. What are marketing channels ? What are the reasons for channel conflict ?

7. Explain the BCG matrix with suitable examples of your choice.

Answer **any three** questions from the following. **Each** question carries **10** marks.
                                                                        (3×10=30)

8. Briefly explain the macro environment forces affecting the marketer's decision.

9. Explain the importance of packaging and labelling of products cite appropriate examples.

10. Elucidate how you will manage mass communication through advertising, sales promotion and public relation.

11. Bring out the growth of online marketing in India with suitable examples.

                                                                        P.T.O

SECTION – C

12. **Compulsory** case study.

Bengaluru is a globally known city and hence has high tourism potential. The estimation is that Kempegowda International Airport in Bengaluru receives about 22 million passengers a year. The tourism minister says "Even if 10% of these passengers to stop over and spend some time in Bengaluru, it will create huge revenue for the government and hospitality industry". As part of promoting tourism potential of Bengaluru, the department is planning to promote Brand Bengaluru. All the events organised or sponsored by the tourism department will be brought under the Brand Bengaluru. This includes Kadalekai Parishe, Chitra Santha, Bengaluru Golf Tournament and Namma Bengaluru Habba. The logo of the brand is being crowd sourced and an app for the tourist will be prepared. The app will have all the information needed for an outstation tourist to smoothly travel in the city and be able to see around the tourist places. All agencies related to the development of Bengaluru including BBMP, BDA and the hospitality industry will be asked to adopt the Brand Bengaluru.

Based on the case study, answer the following questions.

a) What could be some new marketing strategies that may be adopted by the tourism department to promote Brand Bengaluru ?

b) What are the information that should be included in the Brand Bengaluru app for tourist ?

c) Prepare a plan for the contents of the App, such that any person globally can access and avail information regarding the facilities available at the Airport.