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First Semester M.B.A. Degree Examination, February 2019
(CBCS Scheme)
MANAGEMENT
Paper – 1.5 : Marketing for Customer Value

Time : 3 Hours

Max. Marks : 70

Instruction : Answer all the Sections.

SECTION – A

Answer any five of the following, each question carries five marks. (5×5=25)

1. What do you mean by SWOT analysis ? Why is it important for a marketing from selling product or service ?
2. Briefly explain the concept of life time value for customers. Give an example.
3. What are the distinctive characteristics of services ?
4. What are some of the factors that promote the fruits of E-Commerce players in the market ? If the potential growth of E-Commerce players in the future sustainable.
5. Describe the role of integrated marketing communication ? Why is it important ?
6. Discuss the importance of using social media in promotion of a product or service ? What are some of the advantages ?
7. What is cause related marketing ? Cite an example.

SECTION – B

Answer any three of the following questions, each carries ten marks. (3×10=30)

8. Briefly explain the need for and importance of understanding the marketing environment ? Support your answer with an example.
9. Explain the bases for segmenting consumer markets. How is segmentation a useful tool for marketer ?

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10. Critically examine the influence of various digital communication on today's dynamic market.
11. What is channel conflict? Explain the different types of channel conflict with example.

SECTION – C**Case study (compulsory) :****(15×1=15)**

12. Rahul started a new retail shop. The plan is to establish a retail shop with less physical space and more on home delivery. In order to increase the business he has been using the social media and local friends circle excessively. The model is to take orders through telephone calls, WhatsApp or through an app. However, after three months of these efforts, the response from the customers have not been very encouraging. This made him worried he was discussing the matter with his professor from the college. The professor has suggested to pay attention to both visual merchandising and the online marketing simultaneously since he is working on the concept of neighbourhood store. The idea, his professor explained is to make an impact in the minds of the customers in the neighbourhood and then offer them the facility for the home delivery. Rahul took this advice and made changes in the layout of his store, paid attention in arranging the goods in a better way. In order to popularise his store, he started printing and distributing pamphlets. He personally spoke to the customers visiting his store and offered them the service of home delivery using the online facilities. Over a period of six months he found his business growing manifold.

Questions :

- a) Could Rahul mix traditional and modern marketing strategies in marketing his business. Support your views with justification.
- b) In this case, would an integrated marketing communication approach be used to popularise the shop?