

(DBUS23(NR))

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M.B.A. DEGREE EXAMINATION, MAY – 2018**Second Year****Marketing Management****Time : 3 Hours****Maximum Marks :70****SECTION - A****Answer any three of the following questions.** (3 × 5 = 15)

- Q1)** a) Packaging
b) Branding
c) Brand ambassador
d) Marketing research
e) Pricing policies
f) Distribution strategy

SECTION - B**Answer any three of the following questions.** (3 × 15 = 45)

- Q2)** Discuss in detail the application of marketing.
- Q3)** Write a detailed note on market segmentation.
- Q4)** What are the determinants of consumer behaviour?
- Q5)** Explain product life cycle phases in detail.
- Q6)** Distinguish between advertising and publicity.
- Q7)** State the methods of sales forecasting.

(DBUS23(NR))**SECTION - C****(Compulsory)****(10)****Q8) Case study**

Sudha Home Appliances pays its sales people well. They are on expense account. Their promotional prospects are bright. They get an opportunity to travel to exotic places as a reward for their service. Many sales people draw five figure salaries.

Sudha Home Appliance has thought about an incentive plan to keep the sales people motivated. It has started to think of ways and means to compensate sales people without increasing their tax liability. It has thought of providing the sales people a catalogue of house hold items which can be obtained by redeeming the points earned by them on the basis of performance. It will provide good opportunity to sales people to point out to others with a great degree of pride what they have achieved by showing the house hold items and then explaining how they won it.

They also want to introduce a travel plan, because a travel to beautiful locales home and abroad is an ultimate dream of many people. Travel plan scores over reward redemption scheme because a reward that is repeated does not have incentive value whereas travel plan though repeated keeps up its incentive value. Travel plan is also a family affair.

Questions:

- a) What is the real issue in this case?
- b) Can you think of some more incentives for Sudha's sales people?

