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**Question Paper Code : 40340**

**M.B.A. DEGREE EXAMINATION, MAY/JUNE 2016**

**Second Semester**

**BA 7203 – MARKETING MANAGEMENT**

**(Regulations 2013)**

**Time : Three Hours**

**Maximum : 100 Marks**

**Answer ALL questions.**

**PART – A (10 × 2 = 20 Marks)**

1. Define Marketing.
2. What are the types of needs ?
3. What are the characteristics of SBUs ?
4. What is consumer behaviour ? and What influences consumer behaviour ?
5. What are the strategies can be used in maturity stage of PLC ?
6. List out the six price setting methods.
7. Expand STP and define Positioning.
8. Write an outline of one-to-one Marketing framework.
9. What is MIS ?
10. How do we measure advertisement effectiveness ?

**PART – B (5 × 13 = 65 Marks)**

11. (a) Describe the coordination between Marketing department and the activities of Production, finance and Human relations management.

**OR**

- (b) What are the modes that can be used by marketer to entry into foreign markets ? Explain in detail.

12. (a) Explain about the five attack options in market-challenger strategies.

**OR**

- (b) What are the best practices of Service Quality Management ?

13. (a) Explain in detail about PLC.

**OR**

- (b) Write about new product development process.

14. (a) What is meant by customer relationship management ? What are its advantages and disadvantages ? Explain its importance in present day Organisations.

**OR**

- (b) Explain the various cultural and psychological factors affecting buyer behaviour.

15. (a) Write about Marketing research process.

**OR**

- (b) Define advertising. Write briefly about how to develop and manage an advertising program.

**PART – C (1 × 15 = 15 Marks)**

16. (a) Sachin and Virag are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virag fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotel in Bangalore. Further, the hotel placed orders for supply of 20 kgs every day. Now mushroom industry is run by small entrepreneurs, like Sachin and Virag. Another big player M/s. Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market. Sachin and Virag have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food. How will you advise Sachin and Virag, as how to increase the consumer awareness about this new food ? What would be your suggestions for distribution channel for mushrooms ?

**OR**

- (b) 'Segmentation is at the heart of marketing strategy'. Explain the importance of market segmentation. Choose two markets (one from a consumer and one from an organizational market) and show how these may be segmented.