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Question Paper Code : 63150

M.B.A. DEGREE EXAMINATION, APRIL/MAY 2017.

Second Semester

BA 7203 — MARKETING MANAGEMENT

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What are prospects of marketing?
2. What is meant by micro environment?
3. What are Credence attributes?
4. What is meant by industrial marketing?
5. What is Target marketing?
6. Write a short note on sales promotion.
7. What are social classes?
8. Who is a decider in Organizational Buying?
9. What is social marketing?
10. What is Retail Research?

PART B — (5 × 13 = 65 marks)

11. (a) Define marketing and outline the steps in marketing process. Give suitable examples.

Or

- (b) What are the different types of challenges faced by marketer in global environment?

12. (a) What are the various steps to be considered in competitive analysis for industrial marketing and consumer marketing?

Or

- (b) Enumerate the marketing mix strategies for services.

13. (a) Describe importance of distribution channel. What factors should be taken into consideration while selecting a channel?

Or

- (b) What is meant by product line expansion? What are the reasons of going in for diversification?

14. (a) Explain the customer relationship management activities undertaken by banks to retain customers.

Or

- (b) Describe factors used by companies to understand consumer behavior.

15. (a) What do you mean by marketing information system? Explain its needs components and process.

Or

- (b) 'Marketing Research is vital for the evaluation of a sound marketing strategy' — Explain.

PART C. (1 × 15 = 15 marks)

16. (a) Company X has a dominant share in the Indian Sauce market and also owns a successful brand in the category. Research showed that there was a need for sauce with unique taste which could be taken with Indian as well as western snack foods. The company introduced 'Tomi-Inuli', a new tomato sauce with tamarind and tangy spices. The product is targeted at children in the age group of 14 years and above. As a marketing manager, which steps would you like to take while launching this product? How will you conduct the test marketing for this product?

Or

- (b) Karim and Sons make a range of fruit juice drinks. Their business falls into two main segments, consumers and business users, for example local councils and catering companies. Recent sales figures suggest that orders from some catering companies are down on previous years and some have stopped buying from them altogether. The marketing director of Karim has reported that he cannot understand the reason for the decline in business as product quality and prices are very competitive. Advise the marketing director about the key issues he should consider and discuss how the company should re-establish itself with the catering companies.