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14MBA15

First Semester MBA Degree Examination, Dec.2015/Jan.2016
Marketing Management

Time: 3 hrs.

Max. Marks:100

SECTION - A

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 List out any five emerging trends in marketing. (03 Marks)
- 2 What is Cognitive Dissonance? (03 Marks)
- 3 What do you understand by Psychographic Segmentation? (03 Marks)
- 4 What is Packing / Packaging? (03 Marks)
- 5 Discuss Hybrid Distribution Channel. (03 Marks)
- 6 What is AIDA in marketing? (03 Marks)
- 7 What is E – Commerce? (03 Marks)

SECTION - B

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Differentiate between Selling and Marketing. (07 Marks)
- 2 What is Consumer behaviour? Highlight the consumer decision making process. (07 Marks)
- 3 What do you understand by the term Branding? What are its functions? (07 Marks)
- 4 What do you mean by a Product? Highlight the five levels of a product. (07 Marks)
- 5 What is a Price? Discuss the various methods of pricing available. (07 Marks)
- 6 Elucidate the various elements of an advertising copy. (07 Marks)
- 7 What is Marketing Audit? Discuss the various components of Marketing Audit. (07 Marks)

SECTION - C

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Analyse the various controllable and uncontrollable factors affecting Marketing Environment. (10 Marks)
- 2 Discuss the factors affecting Consumer Behaviour. (10 Marks)
- 3 What do you mean by Product Mix? Highlight the different steps in new product development. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

- 4 What is a Product Life Cycle? Explain the different stages of PLC, with its relevant marketing strategies at each stage. (10 Marks)
- 5 What is a Channel Conflict? Discuss the factors affecting channel choice. (10 Marks)
- 6 What is Advertising? What are the methods used for preparing an advertising budget? (10 Marks)
- 7 Enumerate the steps in Strategic Marketing Planning process. (10 Marks)

SECTION - D

CASE STUDY – [Compulsory]

Marketing and Distribution of Mushroom

Krishanth and Thanush are two enterprising youth. They have passed out from I I M, Bangalore. They thought instead of doing 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 Krishanth and Thanush 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.

Now Mushroom Industry is run by small entrepreneurs like Krishanth and Thanush. Another big player M/S Gagan Mushrooms, equipped with cold storage facility was more interested in export market.

Krishanth and Thanush have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have great market potential and is a perishable food.

Questions :

- 1) How will you advice Krishnath and Thanush, as how to increase the consumer awareness about this new food. (10 Marks)
- 2) What would be your suggestions for distribution channel for mushrooms? (10 Marks)

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