

CBCS SCHEME

18MBA15

USN

First Semester MBA Degree Examination, July/August 2021 Marketing Management

Time: 3 hrs.

Max. Marks:100

Note: Answer any FIVE full questions.

- 1 a. Define Marketing. (03 Marks)
b. Explain the various Buying roles in a buying decision. (07 Marks)
c. Explain in detail the components of Marketing Environment. (10 Marks)
- 2 a. Define the term Consumer Behavior. (03 Marks)
b. Explain the various Marketing concepts. (07 Marks)
c. Explain in detail the various factors influencing Consumer Behaviour. (10 Marks)
- 3 a. What is Market Segmentation? (03 Marks)
b. Explain the steps involved in New Product Development Process. (07 Marks)
c. Explain the bases of Market segmentation with suitable examples. (10 Marks)
- 4 a. Define the term packaging. (03 Marks)
b. Explain the elements of Brand Equity. (07 Marks)
c. Explain in detail the PLC and strategies used by marketers in various stages. (10 Marks)
- 5 a. What is Marketing Myopia? (03 Marks)
b. What are the different channel levels in marketing? (07 Marks)
c. Explain the various pricing strategies. (10 Marks)
- 6 a. What is Price Bundling? (03 Marks)
b. What are the steps involved in Marketing Planning? (07 Marks)
c. What are the steps involved in personal selling process? (10 Marks)
- 7 a. What is Marketing mix? (03 Marks)
b. Explain the AIDA model. (07 Marks)
c. Explain the following concepts:
i) Word of mouth
ii) CRM
iii) MKIS
iv) M-Commerce
v) e-Marketing. (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.

CASE STUDY

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Sam Walton opened up his first store of Walmart in 1962. It sold the same products as competitors but adopted the strategy of EDLP (Every Day Low Prices). Walmart expanded throughout USA in the 1970s and 1980s by acquiring competitors and opening new stores. Walmart's early marketing efforts were based on word of mouth, positive PR and aggressive store expansion. In 1992 it introduced the well known tag line "Always low prices, Always", which effectively communicated the companies core brand promise. From 2000-2005 the companies stock price fell by 27% and remained low till 2007, now Walmart decided that it was time for new direction and launched several environmental friendly initiatives like constructing new buildings from recycled materials, cutting transportation costs and energy usage. In 2007, the company introduced new marketing campaign with the tag line "Save money live Better". It also used aggressive price cuts to attract new customers affected by recession. Walmart also introduced a new project called "Project impact". As a result stores became cleaner, Aiseles less cluttered and merchandise easier to reach. Walmart strategy worked and sales rose and its stock price improved. Also Walmarts product mix (45% consumables) was a better strategy than competitors having 20% consumables in the product mix.

Today Walmart has stores in 16 International markets and serves more than 200 million customers a week.

Questions:

- a. Evaluate Walmarts new marketing campaign and tagline "Always low prices, Always", did the company make the right decision to drop the tagline and adopt a new one. (10 Marks)
- b. Walmart does well when the Economy turns downward. How can it protect itself when the Economy is on the rise? Explain. (10 Marks)
