

CBCS SCHEME

USN

--	--	--	--	--	--	--	--	--	--

18MBA15

First Semester MBA Degree Examination, Feb./Mar. 2022 Marketing Management

Time: 3 hrs.

Max. Marks: 100

Note: 1. Answer any *FOUR* full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.

- 1 a. Define Marketing. (03 Marks)
b. Differentiate between the Selling concept and the Marketing concept with suitable examples. (07 Marks)
c. Discuss the various stages of Product Life Cycle. Illustrate your answer with suitable examples of the marketing strategies adopted. (10 Marks)
- 2 a. State any three important variables used in demographic segmentation of the markets. (03 Marks)
b. Classify and explain consumer goods with examples. (07 Marks)
c. What do you mean by Market Segmentation? Explain the bases for Market Segmentation with suitable examples. (10 Marks)
- 3 a. Define 'Marketing Myopia'. (03 Marks)
b. Distinguish Pull and Push strategy with a relevant example. (07 Marks)
c. Analyse the role of Macro – Environmental factors in marketing decisions. (10 Marks)
- 4 a. What are the four P's in Marketing Mix? (03 Marks)
b. "Product differentiation adds value to Consumers". Justify. (07 Marks)
c. Explain the process of consumer buying decision with examples. (10 Marks)
- 5 a. What are the benefits of Marketing planning? (03 Marks)
b. Explain the concept of Brand Name and Brand Equity. (07 Marks)
c. Discuss the criteria for effective channel choice. (10 Marks)
- 6 a. What do you understand by the term "Network Marketing"? (03 Marks)
b. Examine the segmentation and positioning approaches of HUL and Patanjali. Compare and discuss in detail. (07 Marks)
c. Discuss the four characteristics of Service Marketing with reference to a Hospital or Restaurant of your choice. (10 Marks)
- 7 a. Define "Advertising Copy". (03 Marks)
b. Apply AiDA model to any advertisement of your choice and justify. (07 Marks)
c. Discuss the steps involved in Personal selling. (10 Marks)

8 CASE STUDY :

Coffee is one of the most widely consumed beverages across the globe. Coffee ranks fourth in the table of food categories in terms of annual turnover and the value of coffee market is growing rapidly, at a rate of over 13% , resulting in increased competition in the market as well as an increasingly extensive product offer.

Starbuck Corporation (Starbucks) , an American coffee chain has been one of the largest operating in over 24000 stores spread over 72 Countries and serving more than 1 million customers. The joint venture between the renowned brand Tata Global Beverages and Starbucks proved to be a very good strategic move in the beverage market.

Although Tata Starbucks was successful with all its innovative strategies being highlighted, it had to customize its products to suit the Indian tastes as well as pockets. Tata Starbucks had a two pronged challenge in front of it ; one to sustain itself in the market and the other to overcome the competition from the home grown Market Leader “Café Coffee Day”.

Questions :

- a. What are the market segments that you identify for “Starbucks Coffee”? (05 Marks)
- b. What should be the target Marketing Strategy in the above identified segments? (05 Marks)
- c. Describe the role of media in promoting the product inspite of the fact that ‘Café Coffee Day’ is the Market Leader. (05 Marks)
- d. ‘CRM is a powerful tool to retain customer’. Justify the statement with reference to the case study. (05 Marks)
