



CBCS SCHEME

18MBA15

First Semester MBA Degree Examination, Jan./Feb. 2023 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. Differentiate between Marketing and Market. (03 Marks)
b. Explain the Elements of Marketing Evolution. (07 Marks)
c. Describe in detail 'Marketing in the 21st Century Customer'. (10 Marks)
- 2 a. Highlight the importance of Consumer Behaviour? (03 Marks)
b. Discuss in detail the factors influencing Consumer Behaviour. (07 Marks)
c. Explain the different stages in Consumer Purchase Decision Making Process. (10 Marks)
- 3 a. Write a short note on Brand Equity. (03 Marks)
b. Explain the produce differentiate strategies. (07 Marks)
c. Describe the various bases for Segmenting Consumer Markets. (10 Marks)
- 4 a. Write a short note on Produce Hierarchy. (03 Marks)
b. Explain the process of New Product Development. (07 Marks)
c. Discuss the role of Labeling in packing. (10 Marks)
- 5 a. List the objectives of Pricing. (03 Marks)
b. Explain the steps involved in the process of channel design. (07 Marks)
c. Discuss the different remedies of channel conflict. (10 Marks)
- 6 a. List out the objectives of Advertising. (03 Marks)
b. Describe the steps involved in Personal selling. (07 Marks)
c. Explain various techniques of Sales Promotion. (10 Marks)
- 7 a. Write a short note on Marketing Planning. (03 Marks)
b. Discuss the components of Marketing Audit. (07 Marks)
c. Explain the Marketing Strategic Planning Process. (10 Marks)
- 8 **CASE STUDY :**

CRM at Bank

This Bank held customer intimacy as a core belief. They believed that better information and knowledge would drive more customer intimacy. Their goal was to implement a sales culture that anticipated client's needs. In addition, it was very important to them to keep the "Small Bank Feel" as the company grew larger.

They also wanted to make sure they were in a position to be able to successfully move from a transaction based model to a relationship based model. Although the Bank was not afraid to use targeted, incentive programs for maximum impact, one of main issue holding them back form accomplishing their goals was they had no clear understanding of their customers.

Questions :

- a. What CRM approach the Bank should apply? (10 Marks)
- b. What would be the benefits by implementing these approaches? (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.