

# CBCS Scheme

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16MBA15

## First Semester MBA Degree Examination, Dec.2016/Jan.2017 Marketing Management

Time: 3 hrs.

Max. Marks:80

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

- 1 a. What is societal concept? (02 Marks)  
b. Differentiate between selling and marketing. (06 Marks)  
c. What are the macro environmental forces which affects the marketer's decision? Explain. (08 Marks)
- 2 a. What is a product width? (02 Marks)  
b. What is market segmentation? Briefly discuss the basis for segmentation. (06 Marks)  
c. Explain the stages in new product development. (08 Marks)
- 3 a. What is STP? (02 Marks)  
b. Explain the steps in market planning. (06 Marks)  
c. Discuss the stages in buying decision making process. (08 Marks)
- 4 a. List out the various types of brands. (02 Marks)  
b. Briefly explain the channel design decision. (06 Marks)  
c. Explain the stages of product life cycle with relevant marketing strategies. (08 Marks)
- 5 a. What is Niche marketing? (02 Marks)  
b. What are the various components of market audit? (06 Marks)  
c. Discuss the various kinds of pricing strategies in consumer marketing. (08 Marks)
- 6 a. List out the elements of service mix. (02 Marks)  
b. What is channel conflict? Identify the causes of channel conflict. (06 Marks)  
c. Explain the term personal selling and describe the steps involved in personal selling. (08 Marks)
- 7 a. What is packaging? (02 Marks)  
b. Discuss the factors influencing pricing. (06 Marks)  
c. Highlight the steps in developing effective communication. (08 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

The lift elevator market in India is around Rs.450 crores. Otis India is the market leader with a market share of about 70%. Bharat Bijilee, ECE, Mitsubishi and Hyundai are competitive brands. Otis has a network of nearly 70 centers. The company launched a chip-driven elevator model, OTIS 300F priced between Rs.18 lakhs and Rs.28 lakhs. Hotel industry forms an important segment in this category as lifts are considered essential to consumers. The microprocessor model takes an optimal combination of destinations (stops) ensuring a quick landing at respective destinations (specific floor). The product is also likely to save energy costs significantly, which is an additional USP. OTIS 300F has to target new buildings as old buildings will not have the infrastructure to take on the new model. OTIS also has other models for a huge replacement market which may be integrated in new lifts. It may be noted that grill type of lifts have been banned and this market may be integrated into a “no-grill” lift at the lower end of the product line.

Questions:

- a. What are the marketing segments that you identify for OTIS300F lifts? (04 Marks)
- b. What should be your target market strategies in the above identified segment? (04 Marks)
- c. What would your marketing strategies be for the models in the replacement markets? (04 Marks)
- d. What channels would you recommend for OTIS 300F and replacement market? (04 Marks)

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