CBCS Scheme

USN [ ][ ][ ][ ][ ][ ][ ][ ][ ][ ]   16/17MBA15

First Semester MBA Degree Examination, Dec.2017/Jan.2018
Marketing Management

Time: 3 hrs.   Max. Marks:80

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

1   a. Define Marketing.   (02 Marks)
    b. Briefly explain the product oriented concept and customer oriented concept.   (06 Marks)
    c. Explain the environmental factors affecting marketing.   (08 Marks)

2   a. What is Consumer Behaviour?   (02 Marks)
    b. Describe the steps in consumer purchase decision process.   (06 Marks)
    c. Bring out the factors influencing consumer behaviour.   (08 Marks)

3   a. What is Branding?   (02 Marks)
    b. Describe the product differentiation strategies.   (06 Marks)
    c. Explain in detail the bases for segmenting consumer markets.   (08 Marks)

4   a. Define Product.   (02 Marks)
    b. Explain Product Life Cycle and strategies to be followed at each stage.   (06 Marks)
    c. Describe the stages in new product development process.   (08 Marks)

5   a. Define Pricing.   (02 Marks)
    b. Bring out the factors influencing pricing.   (06 Marks)
    c. Describe the pricing strategies in detail.   (08 Marks)

6   a. What is Network Marketing?   (02 Marks)
    b. Explain the factors affecting channel choice.   (06 Marks)
    c. Bring out the sources of channel conflict and how to resolve them.   (08 Marks)

7   a. Define Marketing Audit.   (02 Marks)
    b. What are the steps involved in marketing planning? Explain.   (06 Marks)
    c. Explain the strategic planning process.   (08 Marks)

8   **CASE STUDY** :

Soyabean Milk – As An Alternative

Dr. S. Chakraborty was domiciled in Los Angeles, USA for the last eight years. After getting his masters in Food Technology from the University of California, he obtained a Ph.D specializing in "High Protein Products". After completing his education, he joined a company HyPro Inc as a Director of R & D. The Company developed different types of high protein products which were marketed through a large number of departmental stores throughout US. The Company enjoyed a good reputation.

Dr. Chakraborty was seriously thinking of returning to India and settling down in his hometown of Bangalore. He was also toying with the idea for the last two or three years to set up a plant to product high protein products in India. During his earlier visits, after talking to different people, he had noticed the availability of soyabeans in abundance. He had carried out several experiments in his laboratory and had developed what he called "soyabean milk". He felt that for a country like India with the majority of the children being under nourished , this would be an ideal product.

Soyabean milk will have a percentage of normal milk, water and other raw materials added to give it a high protein value. It will be pasteurized ,so refrigeration would not be essential and will have almost the same or even better life than average milk. Soyabean milk will cost 15% more than regular milk but he felt it was justified due to its high protein value. He felt that other substitutes will be ten times costlier.

Technically, he was confident about the production of soyabean milk. But he had a doubt on marketing and commercial viability. His friends had informed him that recently two companies had already introduced soyabean milk in India. This did not worry him as he felt that his product would be superior and with such a large population in India, even a dozen competitors should do reasonably good business.

Questions :

a. What type of information should Dr. Chakraborty collect and consider before setting up his project?
   (08 Marks)
b. What marketing strategy would you recommend for marketing of soyabean milk in India?
   (08 Marks)

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