

# CBCS SCHEME

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BANGALORE - 560 037

16/17MBA15

## First Semester MBA Degree Examination, June/July 2018 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 the difference between selling and marketing? (02 Marks)  
b. Explain the different approaches used for product pricing. (06 Marks)  
c. Discuss the various micro-environmental factors affecting marketing department. Explain. (08 Marks)
- 2 a. What is cognitive dissonance? (02 Marks)  
b. How to differentiate the product from competitors? Briefly explain the strategies. (06 Marks)  
c. Explain the internal and external factors affecting pricing decisions. (08 Marks)
- 3 a. Define direct marketing. (02 Marks)  
b. What is buying motive? Explain the types of buying motives. (06 Marks)  
c. Enumerate the steps involved in marketing planning. (08 Marks)
- 4 a. What is co-branding? (02 Marks)  
b. Explain the various functions of marketing. (06 Marks)  
c. Describe the various factors influencing consumer behavior. (08 Marks)
- 5 a. What is positioning? (02 Marks)  
b. Explain the features and components of marketing audit. (06 Marks)  
c. Describe the various channel design decisions with example. (08 Marks)
- 6 a. Define marketing audit. (02 Marks)  
b. What is channel conflict and explain the causes of conflict? (06 Marks)  
c. Describe the various stages of PLC with its relevant marketing strategies. (08 Marks)
- 7 a. What is skimming pricing? (02 Marks)  
b. What is product mix? Explain the four dimensions of product mix. (06 Marks)  
c. Explain the bases used for segmenting consumer market. (08 Marks)
- 8 Case Study :  
Many marketers now believe that teenagers are becoming "Global consumers" i.e., teenagers around the world are increasingly changing their consumption and purchasing pattern, specially in developing countries. Critically evaluate the following questions.  
a. Explain how macro environmental factors influence the teenager global consumer behavior. (08 Marks)  
b. What marketing strategies need to be designed for such consumers? (08 Marks)

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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.