USN | | | | | | | | | | 16/17MBA15

First Semester MBA Degree Examination, Dec.2018/Jan.2019
Marketing Management

Time: 3 hrs.   Max. Marks: 80

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

1	a.	What is Marketing environment?	(02 Marks)
	b.	Explain various marketing concepts.	(06 Marks)
	c.	Explain factors influencing consumer behaviour in detail with examples.	(08 Marks)
2	a.	What are the different buying roles played by the customer?	(02 Marks)
	b.	What are various consumer purchase decision process?	(06 Marks)
	c.	Explain segmentation, targeting and positioning.	(08 Marks)
3	a.	Define positioning.	(02 Marks)
	b.	What is a brand? What are the different types of brand?	(06 Marks)
	c.	What is product hierarchy? Explain its different levels.	(08 Marks)
4	a.	What is product line, product width and product mix?	(02 Marks)
	b.	Explain the role of label in packaging.	(06 Marks)
	c.	What are the different methods of pricing? Explain in detail.	(08 Marks)
5	a.	What are the factors that influence pricing?	(02 Marks)
	b.	What is channel conflict? Explain with illustration.	(06 Marks)
	c.	Explain physical distribution system of a e-commerce company.	(08 Marks)
6	a.	Define IMC.	(02 Marks)
	b.	What is sales promotion? Explain different techniques of sales promotion.	(06 Marks)
	c.	Explain the steps in effective communication.	(08 Marks)
7	a.	Define marketing audit.	(02 Marks)
	b.	Explain marketing strategy.	(06 Marks)
	c.	Explain Advertising, its objectives and different media involved in the advertising.	(08 Marks)

8   Compulsory : Case Study
   Design a Marketing mix for following products. Justify answer

a.	Portable MP3 player	(04 Marks)
b.	Branded wheat flour	(04 Marks)
c.	Smartphone	(04 Marks)
d.	Restaurant	(04 Marks)

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