



CBCS SCHEME

16/17MBA15

First Semester MBA Degree Examination, Aug./Sept.2020 Marketing Management

Time: 3 hrs.

Max. Marks:80

Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No. 8 is compulsory.

- 1 a. Define Marketing Management. (02 Marks)
b. Distinguish between traditional concept and modern concept of marketing. (06 Marks)
c. Explain the stages of consumer buying decision process. (08 Marks)
- 2 a. What is target marketing? (02 Marks)
b. Distinguish between penetration and skimming pricing strategies. (06 Marks)
c. What are the micro environmental force which affects the marketing decision? Explain. (08 Marks)
- 3 a. What is Marketing Audit? (02 Marks)
b. Explain the Bases for segmenting consumer market. (06 Marks)
c. Explain the growth and maturity stages of product life cycle along with marketing strategies? (08 Marks)
- 4 a. What do you mean by channels of distribution? (02 Marks)
b. Explain the strategic planning process. (06 Marks)
c. What is packaging? Packaging acts as a silent salesman explain. (08 Marks)
- 5 a. What is brand equity? (02 Marks)
b. Explain the factors affecting channel choice. (06 Marks)
c. Explain the steps involved in marketing planning. (08 Marks)
- 6 a. Define Positioning. (02 Marks)
b. Explain the product mix strategies. (06 Marks)
c. Briefly explain the designing of a physical distribution. (08 Marks)
- 7 a. What is labeling? (02 Marks)
b. Explain the target marketing strategies. (06 Marks)
c. Briefly explain different pricing strategies. (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.

8 CASE STUDY [Compulsory]

Sachin and Virag are two enterprising youth. They have passed out from MBA college. They thought instead of doing a job, they will launch fresh vegetable in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms.

Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virag fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that then produced was bought by star hotel in Bangalore. Further the hotel placed order for supply of 20kgs per day.

Now mushrooms industry is run by small entrepreneurs, like Sachin and Virag. Another big player M/s Ashtavinayak mushrooms, equipped with cold storages facility was more interested in the export market.

Sachin and Virag have set their target high they aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food.

Questions :

- a. How will you advice Sachin and Virag, as how to increase the consumer awareness about this new food? (08 Marks)
- b. Suggest proper distribution channel for the product. (08 Marks)

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