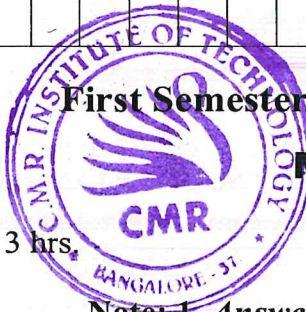


CBCS SCHEME

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18MBA15



First Semester MBA Degree Examination, Jan./Feb. 2021

Marketing Management

Time: 3 hrs.

Max. Marks: 100

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

- 1 a. What do you understand by the acronym 'STP'? (03 Marks)
b. Explain the various steps in marketing planning, with appropriate illustrations. (07 Marks)
c. Discuss the stages of product life cycle with relevant marketing strategies. (10 Marks)
- 2 a. Define "Direct Marketing". (03 Marks)
b. Differentiate between Selling and Marketing. (07 Marks)
c. Discuss the Macro Environmental factors that have an impact on the marketing decisions. (10 Marks)
- 3 a. What is product width? (03 Marks)
b. Explain, what is channel conflict? Identify the causes of channel conflict. (07 Marks)
c. Discuss the various kinds of pricing strategies in marketing. (10 Marks)
- 4 a. What do you understand by the term "skimming price"? (03 Marks)
b. Explain the components of marketing audit. (07 Marks)
c. Discuss the stages in the buying decision making process. (10 Marks)
- 5 a. What is "Niche Marketing"? (03 Marks)
b. Describe the steps involved in personal selling. (07 Marks)
c. Discuss the internal and external factors affecting pricing decisions. (10 Marks)
- 6 a. List out the elements of service mix. (03 Marks)
b. "Cross cultural consumer analysis is used by multinational companies to design each factor in its marketing mix". Illustrate your answer with suitable examples. (07 Marks)
c. Explain how the principles of classical conditioning theory can be applied to the development of marketing strategies. (10 Marks)
- 7 a. What is societal concept? (03 Marks)
b. Describe product mix. Explain the four dimensions of product mix. (07 Marks)
c. Evaluate Maslow's need hierarchy model and its marketing applications with appropriate examples. (10 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.

8 **CASE STUDY (compulsory)**

Fogg, a late entrant in the Indian deodorant market, created quite a stir, with disruptive instinct. Fogg identified a latent gap and created a product to fill the gap. This category challenger redefined the rules of the game, which promised “No Gas and More Sprays”. By 2014, Fogg was Rs.2 billion brand, and the company Vini Cosmetics Pvt. Ltd was valued at Rs.11 billion. However, with competitive growing in the market with entry of other brands like Layer’r shot, offering similar propositions, the winning streak of FOGG had to be re-examined in order to re-create the magic again....

- a. What do you understand by the term “Category Challengers”? Do you think Fogg is a category challenger. Examine. (05 Marks)
- b. Discuss how the marketing mix of Fogg can be tweaked/manipulated to offer a unique customer value proposition. (05 Marks)
- c. Examine how customer insight, advertising and bending contributed to the unique positioning strategy of Fogg. (05 Marks)
- d. Discuss the measures Fogg should undertake to increase its market share. (05 Marks)

