

Internal Assessment Test – II

Sub:	Marketing Management						Code:	18MBA15	
Date:	04/12/2019	Duration:	90 mins	Max Marks:	50	Sem:	I	Branch:	MBA

		Marks	OBE	
			CO	RBT
Part A - Answer Any Two Full Questions (15*02=30 Marks)				
1 (a)	Why do some marketers adopt niche marketing approach?	[03]	CO3	L1
(b)	<i>Unlike products, patents and copyrights, Brands do not have expiry dates. What does a brand convey to its customers?</i>	[07]	CO3	L1
(c)	Discuss market segmentation and the variables used to segment consumer market.	[10]	CO3	L2
2 (a)	What do you understand by the term product mix?	[03]	CO3	L1
(b)	Explain the special characteristics of services using Kingfisher airlines as an example.	[07]	CO3	L2
(c)	Summarize the stages of product life-cycle and the marketing strategy relevant to each stage.	[10]	CO3	L5
3 (a)	How is pricing special than other Ps of marketing mix?	[03]	CO3	L1
(b)	<i>“Packaging act as a silent salesman” – Justify</i>	[07]	CO3	L5
(c)	Explain “Levels of product”, using mobile handset as an example.	[10]	CO3	L2
Part B - Compulsory (01*20=20 marks)				
4.	M/S Lifeline Ltd is in the Business of developing Insurance services for Women. They are in the process of developing an Insurance plan for Middle aged women. They want to fix the premium for the plan, higher than the Industry average. The new product/service development process is challenging to the team at Lifeline Ltd. Their competitors are well established players in the Insurance Industry.			
(a)	What are the stages in the New Product/Service development process that will be applicable for Ms Lifeline Ltd's new Insurance plan.	[05]	CO3	L1
(b)	How they can be successful in terms of pricing and distribution channels compared to their Competitors	[05]	CO3	L1

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Course Outcomes		PO1	PO2	PO3	PO4	PO5
CO1:	Make students have an understanding of the fundamental concepts of marketing & the environment in which marketing system operates.					
CO2:	To analyze the motives influencing buying behavior & Describe major bases for segment marketing,					
CO3:	Identify a Conceptual framework, covering basic elements of the marketing mix.	1(c), 2(a), 3(a), 3(c)	1(a), 1(b), 2(c), 3(b)		2(b)	
CO4:	To understand fundamental premise underlying market driven strategies					

Cognitive level	KEYWORDS
L1	list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where, etc.
L2	describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss
L3	calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, experiment, show, examine, modify
L4	classify, outline, break down, categorize, analyze, diagram, illustrate, infer, select
L5	grade, test, measure, defend, recommend, convince, select, judge, support, conclude, argue, justify, compare, summarize, evaluate
L6	design, formulate, build, invent, create, compose, generate, derive, modify, develop, integrate

PO1–Theoretical Knowledge; PO2–Effective Communication Skills; PO3–Leadership Qualities; PO4 –Sustained Research Orientation; PO5 –Self-Sustaining Entrepreneurship

CCI

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