

Sub:	Marketing Management						Code:	18MBA15	
Date:	10/01/2020	Duration:	90 mins	Max Marks:	50	Sem:	I	Branch:	MBA

		Marks	OBE	
			CO	RBT
Part A - Answer Any Two Full Questions (20*02=40 Marks)				
1		[03]	CO3	L1
(a)	What is differentiated Pricing?			
(b)	Discuss various considerations under the factors affecting channel choice	[07]	CO3	L2
(c)	Explain the various steps involved in the process of Pricing the products	[10]	CO3	L2
2		[03]	CO4	L1
(a)	What is CRM?			
(b)	Assume yourself into marketing of personal grooming product for men. You are a new entrant into this market. (i) Identify various benefits of employing sales promotion campaign for your business. (ii) Formulate a mix of various sales promotion techniques that can be implemented by you.	[07]	CO3	L6
(c)	Design a Personal Selling model with clear plans under each step for a salesman of Home Décor items.	[10]	CO3	L6
3		[03]	CO3	L1
(a)	Define Advertising.			
(b)	Discuss the steps in Marketing Planning	[07]	CO3	L2
(c)	Explain the procedure of Marketing Audit.	[10]	CO3	L2
Part B - Compulsory (1*10=10 marks)				
4.	M/S Niranjana Ltd is launching a promotional campaign for its Groceries Business. Any Customer who is purchasing Groceries for a minimum monthly bill of Rs 5000/- is eligible for a lucky draw, in which the first prize is a fully paid trip for two to Singapore for 3 days. There are a host of prizes based on Lucky draw and every eligible customer will get a redeemable coupon for Rs 250/- to be used before one month of issue.	[05]	CO3	L1
(a)	How will the participation level of Customers measured?			
(b)	What will be the impact on Loyalty of Customer by such measures?	[05]	CO3	L1

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(a) 2(a)	1(b) 1(c) 3(a)	2(b) 3(b), 3(c)	4(a)	2(c) 4(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

HOD

1 (a)

What is differentiated Pricing?

The **Differential Pricing** is a method of charging different prices for the same type of a product, and for the same number of quantities from different customers based on the product form, payment terms, time of delivery, customer segment, et

(b) Discuss various considerations under the factors affecting channel choice

Important Factors Affecting the Choice of Channels of Distribution by the Manufacturer

Unit Value of the Product: ...

Standardised or Customised Product: ...

Perishability: ...

Technical Nature: ...

Number of Buyers: ...

Types of Buyers: ...

Buying Habits: ...

Buying Quantity:

(c) Explain the various steps involved in the process of Pricing the products.

The Price decision must take into account all factors affecting both demand price and supply price.

(i) Market Segmentation:

In market segments, marketers will have firm decisions on:

(a) The type of products to be produced or sold.

(b) The kind of service to be rendered.

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(c) The costs of operations to be estimated.

(d) The types of customers or market segments sought.

(ii) Estimate Demand:

Marketers will estimate total demand for the product based on sales forecast, channel opinions and degree of competition in the market. Prices of comparable rival products can guide us in pricing our products. We can determine market potential by trying different prices in different markets.

(iii) The Market Share:

Marketers will choose a brand image and the desired market share on the basis of competitive reaction. Market planners must know exactly what his rivals are charging. Level of competitive pricing enables the firm to price above, below or at par and such a decision is easier in many cases.

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