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First Semester MBA Degree Examination, Dec.2019/Jan.2020

## 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 4C's of marketing? (02 Marks)  
b. What factors influence consumer behavior and why? (06 Marks)  
c. Explain different marketing orientations. (08 Marks)
- 2 a. What is branding? (02 Marks)  
b. Differentiate between a sales executive and a marketing executive. (06 Marks)  
c. What is meant by perpetual mapping with your own example? (08 Marks)
- 3 a. What do you understand by behavioural segmentation? (02 Marks)  
b. What is a Niche marketing? (06 Marks)  
c. Marketing to the 21<sup>st</sup> century customer, how would you do it? (08 Marks)
- 4 a. What is a product? (02 Marks)  
b. What is the difference between innovation and invention of a product? (06 Marks)  
c. Explain diffusion of innovation in your own terms. (08 Marks)
- 5 a. What is co-branding? (02 Marks)  
b. How do you segment a market? (06 Marks)  
c. Discuss briefly the significance of product positioning. (08 Marks)
- 6 a. What is packaging? (02 Marks)  
b. What is meant by "New Product" Development and Product Life Cycle? (06 Marks)  
c. Explain various product differentiation strategies used by companies. (08 Marks)
- 7 a. What is marketing audit? (02 Marks)  
b. What are the factors affecting channel choice? (06 Marks)  
c. Explain marketing planning and write steps involved in marketing planning. (08 Marks)

## 8 Compulsory :

The Runaway Success of the Brand, AMUL, is one of the best case studies about the product, pricing, positioning and delivery.

“AMUL” Derived from the Sanskrit word Amulya which means priceless. AMUL is also the acronym for ANAND Milk Union Ltd. AMUL butter has lived up to its name for sure. Such has been the growth and popularity of the brand, AMUL, that it has become synonymous with butter. The brand, which has given MNCs a run for their money has along history to it. It is also interesting to note that a co-operative movement has become one of the best examples of brand building. AMUL, as a brand presents a case of effective and smart communication. It also exemplifies the power of good and deep rooted distribution as well as value for money.

Even today, AMUL hoardings continue to dot the skies, with smart spoof ADS on topical issues. And being ahead of others in creating interesting tag lines was its strength.

## Questions :

- a. Assume you are working for an advertisement company and you are supposed to develop the following similar to AMUL : (i) Product name, (ii) Tag line (iii) Product design (iv) Media selection.  
The categories are as follows:  
For a Juice product and a bread product. (12 Marks)
- b. Write justification for the same. (04 Marks)

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