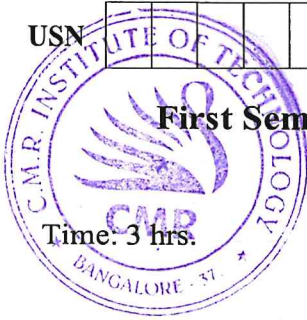


# CBCS SCHEME

USN

20MBA15



First Semester MBA Degree Examination, July/August 2021

## Marketing Management

Max. Marks: 100

**Note: Answer any FIVE full questions.**

- 1 a. Discuss briefly about 3-V concept of Nirmalaya Kumar. (03 Marks)  
b. Explicate various components of customer value. (07 Marks)  
c. Elucidate all factors involved in Micro and Macro environment of marketing. (10 Marks)
- 2 a. State various buying roles of consumers in buying decision. (03 Marks)  
b. Illustrate different market segmentation methods. (07 Marks)  
c. Elaborate the steps involved in Buying Decision Making Process. (10 Marks)
- 3 a. List out the characteristics of services marketing. (03 Marks)  
b. Explain the stages of Product Life Cycle. (07 Marks)  
c. Enumerate the steps involved in New Product Development. (10 Marks)
- 4 a. What is channel conflict? (03 Marks)  
b. Describe the factors affecting channel choice. (07 Marks)  
c. What are the objectives of pricing? Explain various factors influencing pricing. (10 Marks)
- 5 a. What are the components of Digital Marketing? (03 Marks)  
b. Highlight the significance of Marketing Research. (07 Marks)  
c. What is AIDA model? Explain with suitable examples. (10 Marks)
- 6 a. What is e-marketing? (03 Marks)  
b. Explain the steps involved in personal selling process. (07 Marks)  
c. Briefly discuss about Marketing Information System. (10 Marks)
- 7 a. Differentiate B<sub>2</sub>B marketing and Consumer Marketing. (03 Marks)  
b. Narrate the steps involved in marketing planning process. (07 Marks)  
c. Explain various Target Marketing Strategies. (10 Marks)

### 8 Case Study:

Advertising is art of making sure the target market receives advertising message and responds in kind. Horlicks has been traditionally targeted at elders. However about 10 years ago, communication was changed with the introduction of different flavours. The TV commercial had children going around the town, cheering “Epang Opang Jhaphang” – a chat without any meaning. However the TV commercial showed their mothers deciding on the choice of health drink. Horlicks competitor ‘Complan’ promised to make the kids taller.

Now Horlicks has gone a step further in promising not only height but a stronger body and a sharper mind. The new campaign for Horlicks gives the kids a motto: "Badlo apne bachapan ka size". The new TV commercial has Darshed Safary, the child protagonist of Taare Zameen Par, in the lead. Safary and his friends are on a mission to change things they don't like and question age old practices. Is Horlicks taking kids on a rebellious path? The TV commercial will be supported by print, Radio and on ground activities and extended to Horlicks school programmes, whiz kids contest. In the late 2008, a legal battle broke out between Glaxo Smith Kline consumer Health Care (GSK) and Heinz India over the advertisements of their respective drinks Horlicks and Complan. The advertisements talked about how their respective brand was better than the other. Glaxo Smith Kline (GSK) has re-launched its Horlicks brand in 3 new flavours in Indian market, according to reports in the Indian press. GSK has about 75% market share of India's health drink market with Boost, Viva and Maltova, according to a report from press Trust of India.

**Questions:**

- a. Analyse the positioning strategies adopted by Horlicks brand. (05 Marks)
- b. What alternative positioning strategies would you suggest for the sustained market share? (05 Marks)
- c. Considering yourself as a Marketing Manager, suggest the bases of segmentation for Horlicks. (05 Marks)
- d. What kind of promotion activities can you suggest to Horlicks for better growth? (05 Marks)

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