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20MBA15

First Semester MBA Degree Examination, Feb./Mar. 2022
Marketing Management

Time: 3 hrs.   Max. Marks:100

Note: *1. Answer any FOUR full questions from Q1 to Q7.*
2. Question No.8 is compulsory.

1   a.   Define customer value.   **(03 Marks)**
    b.   What is Corporate Responsibility? Explain types of corporate responsibility your business can practice.   **(07 Marks)**
    c.   Briefly explain Macro Environment. Why is it useful for Marketers?   **(10 Marks)**

2   a.   What are the different buying roles played by the customers?   **(03 Marks)**
    b.   Explain factors influencing consumer behavior in detail with example.   **(07 Marks)**
    c.   What is meant by market segmentation? Explain the different ways in which the market may be segmented. Why is segmentation necessary?   **(10 Marks)**

3   a.   What is Packing? Why is it necessary?   **(03 Marks)**
    b.   What is meant by Positioning? Explain with examples of Indian products how positioning has been done.   **(07 Marks)**
    c.   Explain with an illustration, the stages of the product life cycle and discuss the strategies employed by marketers at each stage of product life cycle. You may use examples of your choices.   **(10 Marks)**

4   a.   What are marketing channels?   **(03 Marks)**
    b.   What are the different methods of pricing? Explain in detail.   **(07 Marks)**
    c.   What is channel conflict? Explain the different types of channel conflict with example.
                                                                                            (10 Marks)

5   a.   Define Digital Marketing.   **(03 Marks)**
    b.   Critically examine the steps in developing effective communication on today's dynamic market.   **(07 Marks)**
    c.   Explain advertising its objective and different media involved in the advertising. **(10 Marks)**

6   a.   Define personal selling.   **(03 Marks)**
    b.   What are the steps involved in marketing planning? Explain.   **(07 Marks)**
    c.   Enumerate the causes of poor sales and suggests the measure for increasing sales through effective promotion activities.   **(10 Marks)**

7   a.   What is Direct Marketing?   **(03 Marks)**
    b.   Explain briefly concept and components of digital marketing.   **(07 Marks)**
    c.   Bring out the steps in New product development. How does it help in promote sales in industry?   **(10 Marks)**

8   CASE Study :

       Bengaluru is a globally known city and hence has right tourism potential. The estimation is that Kempegowda International Airport in Bengaluru received, about 22 million passengers a year. The tourism minister says 'Even if 10% of these passengers to stop over and spend some time in Bengaluru it will create huge revenue for the government and hospitality industry".

       As part of promoting tourism potential of Bengaluru. The department is planning into promote brand Bangaluru. All the events organized or sponsored by the tourism department will be brought under the brand Bengaluru. This include Kadalekai parishe, chitra santha, Bengaluru golf tournament and Namma Bengaluru habba. The logo of the brand is being crowd sourced and an app for the tourist will be prepared. The app will have all the information needed for an outstation tourism to smoothly travel in the city and be able to see around the tourist places. All agencies related to the development of Bengaluru including BBMP, BDA and the hospitality industry will be asked to adopt the brand Bengaluru. Based on the case study answer the following questions.

a.   What could be same new marketing strategies adopted by tourism department to promote brand Bengaluru?   **(07 Marks)**

b.   What are the information that should be included in the brand Bengaluru app for tourist?   **(06 Marks)**

c.   Prepare a plan for the contents of the App, such that any person globally can access and avail information regarding the facilities available at the Airport.   **(07 Marks)**

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