

CBCS SCHEME

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20MBA15

First Semester MBA Degree Examination, July/August 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. Explain the 3V concepts in marketing. (03 Marks)
b. "A marketer should try to understand the factors that influence consumer behavior". Discuss. (07 Marks)
c. List out the components of the marketing environment. Examine the factors you consider while introducing an online tutoring service. (10 Marks)
- 2 a. Distinguish between cause-related and social marketing. (03 Marks)
b. "Consumer value propositions are essential part of a company's business strategy". Explain. Also, list the components of consumer value. (07 Marks)
c. Explain the stimulus-response model of consumer behavior. How do you apply the model to a laptop purchase? (10 Marks)
- 3 a. Classify the means of extending a product line. (03 Marks)
b. Examine the Kotler's 5 levels of product. (07 Marks)
c. Discuss the stages of a product life cycle with relevant marketing strategies. (10 Marks)
- 4 a. Distinguish between volume and deep segmentation with suitable examples. (03 Marks)
b. "There are great differences in the consumer behavior while buying car versus buying chips". Justify the above statement by highlighting the forms of consumer buying behavior. (07 Marks)
c. Explain the various segmenting methods used by marketers in consumer markets. (10 Marks)
- 5 a. Explain the term 'Cognitive Dissonance'. (03 Marks)
b. Examine the new product pricing strategies adopted by marketers in the consumer market. (07 Marks)
c. List the three brand elements that constitute a brand's identity. Also analyse various handling strategies adopted in consumer market. (10 Marks)
- 6 a. Distinguish between conventional marketing channel and vertical marketing system. (03 Marks)
b. Explain the AIDA model in marketing communication. (07 Marks)
c. Discuss the steps in development effective communication. (10 Marks)
- 7 a. Compare the push and pull marketing strategies with appropriate examples. (03 Marks)
b. Explain the components of a marketing plan. (07 Marks)
c. Discuss various elements of the sales promotion mix and their relevance in the marketing of new products. (10 Marks)

8 CASE STUDY :

Jio Mart, an e-commerce venture of Reliance Retail Limited, the retail arm of the leading business conglomerate in India, Reliance Industries Limited. Jio Mart, launched in December 2019, aimed to integrate digital and neighborhood physical retail stores to help customers get easy access to household essentials. The Jio Mart platform aimed to connect local grocers through an offline-to-online business model that would help consumers to place order online and get groceries delivered from a store nearby. Reliance started signing up small Kirana stores (mom-and-pop stores) to empanel them. Jio Mart acted as the digital storefront, representing a blend of Reliance Retail's distribution centres, Reliance Jio's customer base, the neighborhood mass-and-pop stores, and other organised retail outlets owned by reliance. Reliance partnered with Facebook's WhatsApp messaging service in April 2020 to pilot its online food and grocery channel Jio Mart. Jio Mart expected the partnership to lead to WhatsApp being used by small businesses to connect with customers. Later, the online grocery platform extended its services to 200 cities and towns across India. The soft launch of Jio Mart took Reliance one step closer to taking on e-commerce companies like Amazon, Flipkart, Paytm, Swiggy and Zomato, which had already established themselves in the Indian e-commerce market. However, it remained to be seen whether Reliance Retail would be able to revolutionise the e-commerce industry with Jio Mart.

- a. Examine the impact of covid-19 on Indian retail and how it has changed the industry. (10 Marks)
- b. Analyse how e-commerce players can change the retailing scenario in a given situation. (10 Marks)

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