

# CBCS SCHEME

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22MBA15



## First Semester MBA Degree Examination, June/July 2024 Marketing Management

Time: 3 hrs.

Max. Marks: 100

- Note:** 1. Answer any **FOUR** full questions from Q.No.1 to Q.No.7.  
2. Question No. 8 is compulsory.  
3. M : Marks , L: Bloom's level , C: Course outcomes.

			M	L	C
Q.1	a.	Expand AIDA.	3	L1	CO4
	b.	Briefly explain the price determination process.	7	L2	CO3
	c.	Enumerate the steps involved in developing an effective communication programme.	10	L2	CO4
Q.2	a.	State any three attributes of Branding.	3	L2	CO3
	b.	Assume yourself as a business executive and differentiate between selling and marketing.	7	L4	CO1
	c.	What is PLC? Explain the marketing strategies relevant to each stage with suitable example.	10	L2	CO3
Q.3	a.	What is product Hierarchy?	3	L2	CO3
	b.	Briefly, explain the stages in consumer decision making process.	7	L2	CO2
	c.	Examine the distribution channels for the following products : i) Mobile phones ii) Passenger cars iii) Edible oils.	10	L4	CO4
Q.4	a.	What is E-marketing?	3	L2	CO4
	b.	Write short notes on : i) Sensory marketing ii) Green marketing iii) Neuro marketing	7	L6	CO5
	c.	Discuss the bases for segmenting of market for FMCG.	10	L4	CO4
Q.5	a.	What is Marketing Audit?	3	L2	CO4
	b.	Briefly discuss the psychological determinants of consumer behaviour.	7	L6	CO5
	c.	Indian Market happen to be a very profitable market for Electric Vehicle (EV) Industry. Examine the macro environmental forces affecting the marketing programme for EV industry.	10	L4	CO4

Q.6	a.	Write note on Needs, Wants, and Demand.	3	L2	CO2
	b.	What is channel conflict? Identify the causes of channel conflict.	7	L2	CO4
	c.	Illustrate the various stages in the new product development process with suitable examples.	10	L4	CO3
Q.7	a.	What are buying motives?	3	L1	CO2
	b.	Discuss the five concepts of under marketing which organizations carryout for their marketing activities.	7	L3	CO1
	c.	Explain the strategic planning process in detail with respect to marketing.	10	L2	CO5
Q.8		<p style="text-align: center;">Case Study</p> <p style="text-align: right;"><b>CMRIT LIBRARY</b> BANGALORE - 560 037</p> <p>“Natura Foods”, is regional manufacture of milk based health drinks. The company was planning to expand and had recruited an experienced marketing manager to active this goal Mr. Mohan, the new marketing manager found that “Natura Foods” had not executed its marketing programs in systemic way. He felt it was necessary to identify the right segments.</p>			
	a.	What is the possible segmentation approach that Mohan can adopt and why?	10	L3	CO5
	b.	Select one segment and develop the marketing mix for this segment.	10	L6	CO5

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