

28 JUN 2023

Reg. No.

Question Paper Code

11951

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M.B.A - DEGREE EXAMINATIONS, APRIL / MAY 2023

Second Semester

Master of Business Administration

20MBT203 - MARKETING MANAGEMENT

(Regulations 2020)

Duration: 3 Hours

Max. Marks: 100

PART - A (10 × 2 = 20 Marks)

Answer ALL Questions

- | | <i>Marks,
K-Level, CO</i> |
|--|-------------------------------|
| 1. Define the nature and scope of marketing. | 2,K1,CO1 |
| 2. In Marketing, "value" is just "perceived value". Justify the statement. | 2,K3,CO1 |
| 3. Outline the reasons for failure of a new product development. | 2,K1,CO2 |
| 4. Differentiate between durable and non-durable goods. | 2,K1,CO2 |
| 5. Infer the term competencies. | 2,K2,CO3 |
| 6. Enlist the reasons for conflict in channels. | 2,K2,CO3 |
| 7. Distinguish between prospect and customer. | 2,K3,CO4 |
| 8. Recall the term opinion leaders and opinion formers. | 2,K1,CO4 |
| 9. Define the market research. | 2,K3,CO5 |
| 10. Infer the term cause related marketing and highlight the benefits of the same. | 2,K1,CO5 |

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

11. a) Explain in detail the interface of marketing with various departments with taking a company of your choice. 13,K5,CO1
- OR**
- b) Elaborate the conceptual framework of marketing. 13,K4,CO1
12. a) Explain the various steps in new product development. 13,K5,CO2
- OR**
- b) "Marketing should aim at meeting a given customer need rather than selling a given product". Explain this statement with reference to planning a marketing strategy. 13,K4,CO2
13. a) 'Segmentation is at the heart of marketing strategy'. Explain the importance of market segmentation and steps involved for an effective segmentation. 13,K5,CO3
- OR**
- b) Illustrate in detail about various strategies adopted by market leaders, 13,K2,CO3

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create

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market challengers and market followers.

14. a) Explain in detail the fundamentals of CRM along with their components. 13,K5,CO4

OR

- b) Explain in detail the steps involved in individual buying behavior and industrial buying behavior. 13,K5,CO4

15. a) Explain the various types of marketing research and also demonstrate where each type can be used. 13,K5,CO5

OR

- b) Summarize your learning on various unethical practices in marketing and also provide a solution for the same. 13,K4,CO5

PART - C (1 × 15 = 15 Marks)
(Compulsory)

16. a) **Flipkart -Big Billion Day** 15,K5,CO6

Introduction

In 2007, Sachin Bansal (Sachin) and Binny Bansal (Binny), both software engineers from the Indian Institute of Technology (IIT), Delhi, founded an electronic commerce (e-commerce) company in India named Flipkart.com. The idea of starting such a business crossed their minds when they were working for Amazon.

Abstract:

This case focuses on Flipkart's 'Big Billion Day' sale which was launched on October 6, 2014. It highlights the problems that occurred on the day of the sale and their adverse impact on the customers and reputation of the company. Flipkart was set up by two software engineers from the Indian Institute of Technology, Delhi, Sachin Bansal and Binny Bansal, in 2007. It sold many items under various categories like apparels, appliances, books, etc. October being the festive season in India, the big e-commerce companies were looking to lure buyers through various attractive discounts and offers. Flipkart too declared a sale on October 6, 2014. The company spent a huge amount of money on its ad campaigns, installing servers to handle online traffic and deploying staff for processing the orders and delivering the goods. Unfortunately for them, things did not turn out quite as they expected. Flipkart's servers crashed, items went out of stock, and the prices of items changed during the sale. Buyers were outraged and took to the social media to express their ire. Manufacturers too accused the company of selling goods below the selling price. To protect the image of their company, Flipkart's founders sent out apology letters to the buyers regretting the inconvenience they had caused and assuring them that they would deliver better service in future. Despite all the hue and cry, Flipkart witnessed a mega sale of \$100 million (Rs 6 billion) in

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create

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just 10 hours.

Issues:

- » Understand the sales strategies adopted by e-commerce companies.
- » Understand the problems that may arise in business due to lack of foresight.
- » Understand how companies need to handle customer dissatisfaction and safeguard image.

Questions for Discussion:

1. Flipkart's much-touted 'Big Billion Day' sale turned out to be a fiasco. What do you think Flipkart did wrong?
2. How could Flipkart have ensured the success of its 'Big Billion Day' sale?
3. How can Flipkart win back the trust of consumers who fled to competitors during the sale?