

17 FEB 2023

Reg. No.

Question Paper Code

21293

MBA - DEGREE EXAMINATIONS, NOV/DEC 2022

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. List out the functions of marketing. | 2, K1, CO1 |
| 2. Recall the term marketing mix. | 2, K1, CO1 |
| 3. Outline the reasons for failure of a new product development. | 2, K2, CO2 |
| 4. Summarize the term channel management. | 2, K2, CO2 |
| 5. List out the reasons for product differentiation. | 2, K1, CO3 |
| 6. Infer the term competencies. | 2, K1, CO3 |
| 7. Outline the term customer acquisition. | 2, K2, CO4 |
| 8. Customer retention is tougher than customer acquisition – Justify. | 2, K5, CO4 |
| 9. Infer the term cause related marketing and highlight the benefits of the same. | 2, K2, CO5 |
| 10. List out any three trends in social media marketing. | 2, K1, CO5 |

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

11. a) Explain how a marketer needs to compensate for changes in cultural, political, economical & technological environment. 13, K4, CO1
- OR**
- b) Explain the evolution of marketing with suitable examples for each concept. 13, K5, CO1
12. a) As a marketing manager propose a go to market strategy by using the marketing mix for a new hand-wash that is going to be launched by HUL. 13, K5, CO2
- OR**
- b) Explain the various steps in new product development. 13, K5, CO2
13. a) Distinguish the characteristics of industrial buying behaviour and individual buying behaviour with suitable strategies. 13, K4, CO3

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

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OR

- b) Appraise the differentiation strategy and its types with suitable examples. Also highlight the reasons for failure in differentiation strategy. *13,K5,CO3*

14. a) Discuss online buying behaviour and its advantage and disadvantage. *13,K5,CO4*

OR

- b) Explain the various factors affecting the individual buying behaviour and industrial buying behaviour. *13,K5,CO4*

15. a) Elaborate the various components of Marketing Information System. *13,K6,CO5*

OR

- b) Summarize your learning on various unethical practices in marketing and also provide a solution for the same. *13,K2,CO5*

PART - C (1 × 15 = 15 Marks)

(Compulsory)

16. Arjun and Dhuruvan are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Arjun and Dhuruvan fund raising was a serious handicap for mass production. However, the first trail batch of mushrooms that they produced was bought by a Star Hotel in Bangalore. Further, the hotel placed orders for supply of 20 kgs every day. Now mushroom industry is run by small entrepreneurs, like Arjun and Dhuruvan. Another big player M/s. Aaradhana Mushrooms, equipped with cold storage facility was more interested in the export market. Arjun and Dhuruvan have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food. *15,K5,CO6*

Questions:

1. How will you advise Arjun and Dhuruvan, as how to increase consumer awareness about this new food?
2. What would be your suggestions for distribution channels for mushrooms?