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Question Paper Code	12338
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**MBA - DEGREE EXAMINATIONS, NOV / DEC 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,<br/>K-Level, CO</i> |
|-----------------------------------------------------------------------|-------------------------------|
| 1. Define marketing.                                                  | <i>2,K1,CO1</i>               |
| 2. Demonstrate any six differences between marketing and selling.     | <i>2,K1,CO1</i>               |
| 3. List out the strategies that can be used in maturity stage of PLC. | <i>2,K1,CO2</i>               |
| 4. Outline the reasons for failure of a new product development.      | <i>2,K2,CO2</i>               |
| 5. List out the reasons for product differentiation.                  | <i>2,K1,CO3</i>               |
| 6. Define Positioning.                                                | <i>2,K1,CO3</i>               |
| 7. Recall the term “Customer churn“.                                  | <i>2,K1,CO4</i>               |
| 8. Customer retention is tougher than customer acquisition – Justify. | <i>2,K2,CO4</i>               |
| 9. List out the benefits of digital marketing.                        | <i>2,K1,CO5</i>               |
| 10. Define marketing ethics and highlight the importance of the same. | <i>2,K1,CO5</i>               |

**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.                                                                   | <i>13,K2,CO1</i> |
| <b>OR</b>                                                                                                                                                                            |                  |
| b) A thorough understanding of the marketing environment of India is an essential groundwork for implementing any marketing strategy in the Indian markets. Do you agree? Elaborate. | <i>13,K2,CO1</i> |
| 12. a) Explain the various steps in new product development.                                                                                                                         | <i>13.K2,CO2</i> |
| <b>OR</b>                                                                                                                                                                            |                  |
| b) Explain the process of innovation diffusion and new product adoption.                                                                                                             | <i>13.K2,CO2</i> |
| 13. a) ‘Segmentation is at the heart of marketing strategy’. Explain the importance of market segmentation and steps involved for an effective segmentation.                         | <i>13,K2,C03</i> |

**OR**

- b) Appraise the differentiation strategy and its types with suitable examples. Also highlight the reasons for failure in differentiation strategy. *13,K3,CO3*

14. a) Discuss online buying behaviour and its advantage and disadvantage. *13,K2,CO4*

**OR**

- b) Explain in detail the steps involved in individual buying behaviour and industrial buying behaviour. *13,K2,CO4*

15. a) Explain the various types of marketing research and also demonstrate where each type can be used. *13,K2,CO5*

**OR**

- b) Explain the various types of social media marketing and highlight the difference between them for the promotion of a New FMCG product. *13,K2,CO5*

**PART - C (1 × 15 = 15 Marks)**

16. a) Arjun and Dhuruvaan 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 Dhuruvaan 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 Dhuruvaan. Another big player M/s. Aaradhana Mushrooms, equipped with cold storage facility was more interested in the export market. Arjun and Dhuruvaan 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,K4,CO5*

**Questions:**

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