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Question Paper Code	12826
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MBA - DEGREE EXAMINATIONS, APRIL / MAY 2024

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

	Marks	K- Level	CO
1. Define the term "Marketing Management".	2	K1	CO1
2. List out any four soft skills required for marketing manager.	2	K1	CO1
3. What do you understand by channel management?	2	K1	CO2
4. Summarize the various stages of the Product Life cycle.	2	K2	CO2
5. What is competitor analysis? How do you analyze the competitor for FMCG products?	2	K1	CO3
6. Explain the various strategic marketing mix components.	2	K2	CO3
7. Compare industrial buyer and consumer goods buyer.	2	K2	CO4
8. How does the consumer behavior affect the buyer decision?	2	K1	CO4
9. Outline the various components of marketing information system.	2	K2	CO5
10. How will you state or interpret in your own words digital marketing?	2	K1	CO5

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

11. a) Analyze the various elements of marketing environment and give an example illustrating why each is important.	13	K4	CO1
OR			
b) Explain the interface of marketing with other functional areas of company organization.	13	K2	CO1
12. a) Evaluate the various stages of new product development with suitable examples.	13	K4	CO2
OR			
b) 'Advertisement and Sales Promotions are inevitable in marketing' - evaluate with example.	13	K3	CO2
13. a) Examine the different ways of segmenting the consumer market. Determine the requirement for effective segmentation.	13	K3	CO3
OR			
b) Examine how a company designs a customer-driven marketing strategy.	13	K3	CO3

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

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14. a) Analyze how customer acquisition happens in companies and list the types of customer relationship management. 13 K3 CO4

OR

- b) Examine How companies build customer satisfaction and Identify the methods to measure customer satisfaction. 13 K4 CO4

15. a) Define a marketing information system and explain the importance of information to the company and its understanding of the market place. 13 K1 CO5

OR

- b) Explain the concepts and types of market research and their role of in product development. 13 K2 CO5

PART - C (1× 15 = 15 Marks)

16. a) After a couple of attempts at penetrating the Indian beverages market with their energy drinks, Frissia and Tzinga, proved unsuccessful, the four founders of India-based Hector Beverages Pvt. Ltd., knew they had to overhaul their strategy. In 2013, they launched Paper Boat – a brand that represented a wide range of ethnic Indian drinks. The brand was priced to represent a premium product and was positioned as a drink that stood for hygiene with a blend of nostalgia. The ethnic flavours and appeal of Paper Boat quickly captured the Indian customers’ tastes and also attracted support from investors. With the addition of a wide variety of juices and flavours, tie-ups with major Indian restaurants, airlines, and railways and collaboration with a Japanese firm for deeper distribution, the sales grew rapidly. Though Paper Boat carved out its own niche, it was not devoid of competition, which came from the huge unorganized local juice market and home-made fresh juices to bigger players like Dabur and ITC that were attracted to the segment. To create sales during the off-summer season, in early 2017, Paper Boat announced its foray into the indigenous foods segment as well, its first offering being Chikki, an Indian sweet made of jaggery and peanuts. Paper Boat believed in reliving childhood memories, the brand attempted to bring back lost recipes and the memories associated with them. The case explores the significance of a brand that evokes feelings of nostalgia, how natural products indigenously made can attract customers, and whether Paper Boat can achieve profits to ensure its long-term growth and sustainability. 15 K4 CO4

Questions:

1. Discuss the importance of nostalgia in building a brand
2. Assess how a product can be launched by finding gaps in an established market.
3. Distinguish between branded and unbranded products.
4. Examine whether premium pricing can increase the customer base.

