

(Please write your Exam Roll No.)

Exam Roll No. 0545903918

END TERM EXAMINATION

SECOND SEMESTER [MBA] APRIL-MAY 2019

Paper Code: MS-106	Subject: Marketing Management
MBA(FM)-106 (BATCH 2017 Onwards)	
Time: 3 Hours	Maximum Marks: 75
Note: Attempt any five questions including Q.No1 which is compulsory.	

[-2-]

- Q1 Attempt any five of the following:- (5x3=15)
- (a) What is marketing myopia?
 - (b) What is derived demand? Give two examples.
 - (c) Briefly explain any three functions played by product packaging.
 - (d) Using two examples distinguish between primary and selective demand.
 - (e) Explain 'captive products pricing' and 'product bundle pricing'.
 - (f) List any two possible drawbacks of sales promotion campaigns.
 - (g) Briefly explain any two applications of marketing analytics.
- Q2 (a) Evaluate the marketing opportunities and threats posed by the growing environmental consciousness of consumers. (7.5)
- (b) "The objective of all marketing mix design effort should be to increase perceived customer value for the firm's offerings." Discuss. (7.5)
- Q3 (a) "Individual members of the family often serve different roles in the purchase decision process." Elaborate and discuss the implications for marketers. (7.5)
- (b) Select a consumer product and develop three different positioning strategies for it. Match these positioning options with appropriate target segments for which they have been developed. Use at least one demographic and psychographic segmentation variable each for describing these target segments. (7.5)
- Q4 (a) Using examples of brand extension success and failures, explain the benefits and risks of brand extension strategies. (7.5)
- (b) Explain the typical pattern of diffusion of an innovation in a market. Use suitable examples to illustrate. (7.5)
- Q5 (a) Discuss various strategies that firms can employ during the maturity stage of the Product Life Cycle. (7.5)
- (b) A firm is planning to launch a new mobile phone model with advanced features and needs to choose between a markets skimming versus a market penetration pricing strategy along with the appropriate levels of promotional effort. Help the firm in its and promotion level strategies would be most appropriate. (7.5)
- Q6 (a) Explain the term 'integrated marketing communications (IMC)' and discuss how this has become especially important for marketers to day in a scenario of increasing number of touchpoints with customers. (7.5)
- (b) Discuss the characteristics of relationship selling and explain how marketers are likely to benefit more from it as compared to a transactional selling approach. (7.5)

- Q7 (a) Explain with reasons, the differences in the distribution channel design that are likely to be there for shampoo versus passenger cars. (7.5)
- (b) Discuss the promotional and distribution challenges posed by rural markets. Give examples of the strategies used by some firms to address these challenges. (7.5)
- Q8 Write short notes on any two:- (7.5x2=15)
- (a) Value-based pricing approach
 - (b) Marketing mix for social marketing
 - (c) sources of channel conflict
 - (d) Ethical issues in marketing
