MBA,SEM II,2014
MAKETING MANAGEMENT
PAPER CODE: MBA 204
PAPER ID:[C0249]

Time allowed : 3 hrs — Max. Marks: 60

Instructions for Candidates :

a) The question paper consists of three sections : Section A , Section B , Section C.
b) Attempt any four questions from Section A . Each question 5 marks (4x5=20)
c) Attempt any one question from each subsection from section B . Each question carries 8 marks (4x8=32).
d) Attempt case study from Section C. It carries 8 marks (1x8=8)

SECTION A

a. Distinguish Product Marketing and Services Marketing
b. What is the role of branding.
c. Define Marketing Mix.
d. Define brand equity.
e. Differentiate between advertising and publicity.
f. Define Buzz marketing.

SECTION B

Unit 1

I. Define marketing environment. How should marketer respond to the changing environment?

II. What is consumer behavior ? Elaborate the different types of purchase behaviour in the purchase of a product, giving suitable examples. Discuss consumer behaviour model.

Unit II

III. Explain the objectives and factors to be considered in the Pricing decision. Explain various pricing strategies.

IV. Write short note on :
   a. Consumer Adoption Process
   b. New product development process

Unit III

V. Discuss the major objectives of advertising. Identify the advertising medium which is more effective in terms of cost and reach in relation to other media available to the marketer. Illustrate your responses with a specific advertising campaign.

VI. Discuss the factors that govern the selection of channels of distribution by a manufacturer. Suggest appropriate channel design in the following situations:

(i) An international brand entering India with range of personal care products for men.

(ii) Manufacturer of premium/expensive footwear for women.

Unit IV

VII. Write short notes :
   a. direct marketing
   b. Social marketing

VIII. Write short notes :
   a. Customer relationship management
   b. E-marketing

Section C

Read the case and answer the questions given at the end of the case.

For many years McDonald's enjoyed worldwide success built on a few well-known, highly standard conditions. The company with the golden arches served a simple menu — hamburgers, French fries, and milk-shakes or soft drinks. The food was priced low, its quality was consistent, and it was served speedily from establishments that all looked alike and were extremely clean. In recent years, however, McDonalds has seen its growth rate slow down and its dominant market position slip. Why? The changes that have been occurring in the company's external environment. Let's start with the population scene. For many years McDonald's main customer group was young couples with several kids. Today, people are marrying at a much later age and families have fewer children. So McDonald's traditional customer bases is eroding. Then there are the cultural changes. Also consumers have become more health conscious. Let's face It — burgers, fries and shakes (the foundation of McDonald's success) are not exactly at the top of the dietician's menu recommendations today. Consumers want convenience. In the past, they hopped in the car and drove to McDonald's. Today they can pop something into the microwave oven or phone Domino's to have a pizza delivered. Another challenge came as consumers became more concerned about their physical environment. McDonald's polystyrene hamburger packaging was attacked by people who demand the use of recycled and/or biodegradable products. Paralleling all these challenges were the growing number and effectiveness of competitors.

Questions :

(a) List out and discuss the major environmental changes being faced by McDonald's.

(b) What should be the course of action to regain its dominant market position and to tackle competition?

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