

Roll No.

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Total No. of Pages : 03

Total No. of Questions : 15

MBA / MBA(IB) (2012 & onward) (Sem.-2)

MARKETING MANAGEMENT

Subject Code : MBA-204

Paper ID : [C0249]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

- 1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.**
- 2. SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.**
- 3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying EIGHT marks.**

SECTION A

1. List and explain the “core, actual, and augmented products”
2. Describe the differences between culture, subculture, and social class.
3. What are functions of packaging?
4. “*Consumers buy brands not products.*” Discuss the importance of branding in the light of the above statement with suitable examples of your choice.
5. Differentiate between Full and Marginal cost pricing.
6. Define the term marketing.

SECTION-B

UNIT-I

7. Discuss the meaning, scope and role of marketing function in the exchange process. Illustrate with suitable examples. How is marketing different from selling?
8. Discuss how consumer buying behavior is different from organizational buying behavior.

UNIT-II

9. What is Product Life Cycle (PLC)? How do Marketing strategies change as product moves through various stages of Life cycle?
10. Distinguish between Market Segmentation and Product Differentiation. Describe the bases that you will use in segmenting the market for the following products :
 - i) Hair dryer
 - ii) Low calorie sweetener

UNIT-III

11. What are the major roles of Promotion and Advertising in Marketing? What are the different types of Promotion? Explain with its characteristics.
12.
 - i) Middlemen are parasites. This charge has been made by many over the centuries. Is this likely to be the case in a competitive economic system? Why or why not?
 - ii) You are marketing manager of a medium sized manufacturing company. The president has just made the following statement "*The distribution activity is not a concern of the marketing department. The function of the marketing department is to sell the product... let be rest of the company handle production and distribution.*"

How would you reply to this statement? Discuss whether you agree or disagree with the statement and justify your answer.

UNIT-IV

13. Write short notes :
 - a. Green marketing
 - b. Event marketing
14. Write short notes :
 - a. Network marketing
 - b. Rural marketing

SECTION-C

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

Watches is a category which has stiff competition in the present day context. Titan, the market leader, has offerings for various market segments. Pricing and positioning strategies play an important role in appealing to the respective target segment. Titan has Insignia, Classique and Sonata as some of its brands. It also has Fastrack priced between Rs. 900 and Rs. 1,500. One of the problems facing a watch marketer is the problem of cannibalisation across price points. Timex introduced Basics (Rs. 450) at the lowest end. Timex's Vista, Aquara and Lextra contribute to almost three fourths of Timex's sales (These brands start from Rs. 500 onwards). It is very likely that sub-brands of the brand may cannibalise each other. Titan's Sonata and Classique ranges have similar designs. The Sonata range extends from Rs. 400 to over Rs. 1,200.

Questions :

Develop a segmentation and positioning plan for Sonata covering the following aspects :

- a) Market Segmentation
- b) Positioning
- c) Marketing Mix