

Roll No.

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Total No. of Pages : 02

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 consist of ONE Case Study carrying EIGHT marks.

SECTION-A

1. Differentiate between marketing and selling.
2. Discuss the need for labeling decisions.
3. Explain the importance of advertising in today's Indian market.
4. Discuss the significance of green marketing.
5. How are products being marketed differently in today's digital age?
6. What is branding? How is it achieved?

SECTION-B

UNIT-I

7. Discuss the effect of Liberalization and Globalization on today's Indian market, giving examples.
8. What is meant by consumer behaviour? State the various factors influencing Indian consumer buying behaviour.

UNIT-II

9. Write notes on :
 - a) Competitors Analysis
 - b) Brand Equity
10. Discuss what do you understand by pricing decisions. List and explain the different factors affecting pricing decisions of products.

UNIT-III

11. Write notes on :
 - a) Logistics Management
 - b) Channel Design
12. Explain what is meant by promotion mix, with examples. Discuss and differentiate between direct selling and online marketing.

UNIT-IV

13. Discuss the various new types of marketing trends emerging in Indian business scenario.
14. Write notes on :
 - a) Customer Retention
 - b) Rural Marketing

SECTION-C

15. Case Study :

Sachin and Virag are two enterprising youth. They have passed out from IIM, Bangalore. They thought that 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 Sachin and Virag, fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotel in Bangalore. Further, the hotel started placing orders for supply of 20 kgs every day. Now the mushroom industry is run by small entrepreneurs, like Sachin and Virag. Another big player M/s Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market. Sachin and Virag have set their sights high now. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food.

Questions :

- a) What will you advise Sachin and Virag, as how to increase the Indian consumers' awareness about this new food product?
- b) What would be your suggestions for distribution channels for mushrooms?