

Roll No.

Total No. of Pages : 03

Total No. of Questions : 17

MBA (Sem.-2)

MARKETING MANAGEMENT

Subject Code : MBA-203-21

M.Code : 92176

Date of Examination : 15-07-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

- 1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.**
- 2. SECTION-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 TWELVE marks.**

SECTION-A

1. Describe the scope of marketing.
2. Briefly discuss the components of marketing information system.
3. Define targeting. Discuss various targeting strategies.
4. Elaborate the 7P's framework.
5. Salient features of personal selling.
6. What is Green Marketing?
7. Define Rural Marketing. Discuss the factor influencing rural marketing.
8. What do you mean by bottom of pyramid marketing?

SECTION-B

UNIT-I

9. Define Consumer Behaviour. Discuss various factors influencing Consumer Behaviour with suitable illustrations.
10. Discuss various micro and macro factors affecting Marketing environment. What techniques can be used to evaluate the marketing environment?

UNIT-II

11. Explain the concept of Product Life Cycle. Discuss various marketing strategies used at different stages of Product life cycle with the help of suitable illustrations.
12. Elaborate the stages of new product development with the help of relevant examples.

UNIT-III

13. What is pricing? Explain the importance of pricing as a competitive strategy. Discuss different methods of fixing the price of a product.
14. Define promotion mix. Briefly discuss the elements of promotion mix with examples. According to you which promotion strategy is most appropriate for a new brand.

UNIT-IV

15. What do you mean by channel design? Give the salient features of effective channel design. Also discuss various types of marketing channels.
16. a) Define Customer Relationship Management. Elaborate various elements of CRM.
b) Explain different types of retail formats with the help of suitable examples.

SECTION-C

17. Case study :

An athletic goods retail establishment in New York partnered with Research & Marketing Strategies, Inc. (RMS) to conduct brand perception market research. The store wanted to better understand the brand perception held by its customers and non-customers from the general population. The market research objective was to determine brand knowledge, the consumer decision making process, where else consumers are shopping, what else the store could offer customers, and preferences of top customers.

The study consisted of an online survey administered to customers as well as non-customers. To reach the customer audience, the RMS team provided the survey to a list

of customers supplied by the client. Customer feedback was segmented into two categories - perceptions from customers (individuals who have made a purchase at the store) and top customers (those who spend the most at the store). The RMS view point Research Panel allowed the client to obtain timely and affordable feedback from consumers who are not current customers of the store. The time frame for this type of project was six weeks.

Here are some highlights of the study's findings :

Research revealed a strong sense of brand loyalty among current customers. There was a high level of familiarity with the store, as well as a high likelihood for survey respondents to shop at the store for their next athletic goods purchase.

Brand preference for athletic shoes varied based on customer type. Customers prefer New Balance, non-customers favor Nike, and the store's top customers opt for Saucony.

When consumers are deciding where to purchase athletic shoes, the quality of the product is the most important factor in the decision process, while prices are most important when deciding where to purchase active wear (clothing).

As expected, customers and top customers are much more-active than non-customers. Walking is the most common physical activity engaged in by survey respondents, and running is popular among customers and top customers.

Data revealed a gap in awareness of differentiating features in the customer experience. The research team recommended marketing efforts promoting the presence of these offerings to capture an additional share of the market.

Questions :

- a. Do you think the strategy adopted by the company was best?
- b. How can the brand enhance its brand's perception positively?
- c. With the help of the findings from the research what can the brand do to attract more customers?

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.