

Code: BA2T3

I MBA-II Semester-Regular Examinations-OCTOBER 2013

MARKETING MANAGEMENT

Duration: 3hours

Max. Marks : 70

SECTION-A

1. Answer any FIVE of the following. 5 x 2 = 10 Marks

- a) Goal of today's marketing manager.
- b) Concept of Market research.
- c) Target marketing.
- d) Product mix.
- e) Test marketing.
- f) Personal selling.
- g) Green marketing.
- h) customer retention.

SECTION – B

Answer the following

5 x 10 = 50 Marks

2. a) Define Marketing. Discuss the role and functions of marketing department.

OR

b) What do you mean by market research? Explain the steps involved in Market data analysis.

3. a) Define market segmentation. Discuss the importance of and basis for market segmentation.

OR

b) Discuss the process of positioning functional strategies.

4. a) What do you mean by product life cycle? Explain the different stages of product life cycle.

OR

b) Describe the steps involved in new product development.

5. a) Define promotional mix. Explain in detail the different components of promotional mix.

OR

(b) What do you mean by marketing communication? Explain the various communication strategies.

6. (a) Define retailing. Discuss the trends in retailing in India.

OR

(b) What do you mean by consumerism? Discuss the present state of consumerism in respect of retailing.

SECTION – C

7. Case Study

1 x 10 =10 Marks

A traditional family drinks firm has been developing slowly and built up a strong reputation, but control has now passed to the next generation and they want to look at possible expansion for the firm. The new marketing director made the following statement:

'We have a strong family image and our products are trusted, but we are considering changing our production strategy. We have normally just produced the flavouring and let others bottle it and take the risks of selling to the public. After considerable market research we have decided to launch our own brand of soft drinks. Initially, these will be: a cola flavour, lemonade and ginger beer. If these are successful then others are planned.'

Questions:

1. Explain the marketing importance of 'a strong family image'.
2. Outline the market research the company is likely to have undertaken.
3. Analyse the advantages and disadvantages of the drinks firm introduce their brands with a penetration pricing policy.
4. Discuss potential changes in the marketing mix that this new strategy will involve and comment on their significance.