

Code No: **21BA2T3**

**I MBA - II Semester - Regular / Supplementary Examinations
JULY 2023**

MARKETING MANAGEMENT

Duration: 3 Hours

Max. Marks: 70

- Note: 1. This question paper contains three Parts-A, Part-B and Part-C.
 2. Part-A contains 8 short answer questions. Answer any **Five** Questions.
 Each Question carries 2 Marks.
 3. Part-B contains 5 essay questions with an internal choice from each unit.
 Each Question carries 10 marks.
 4. Part-C contains one Case Study for 10 Marks.
 5. All parts of Question paper must be answered in one place

BL – Blooms Level

CO – Course Outcome

PART - A

		BL	CO
1. a)	Explain about the selling concept and marketing concept.	L2	CO1
1. b)	What is geographic segmentation?	L1	CO2
1. c)	Define product life cycle stages with graphical representation.	L2	CO3
1. d)	Examine the functions of distribution channels.	L4	CO4
1. e)	Recall search engine marketing.	L1	CO5
1. f)	What are the factors influencing consumer behavior.	L1	CO1
1. g)	How can promotions and communication strategies improve business?	L1	CO3
1. h)	Examine the role of Email marketing.	L4	CO5

PART – B

		BL	CO	Max. Marks
<u>UNIT – I</u>				
2.	Determine the stages in the evolution of marketing concept. What is the stage in which the mobile phones market in India?	L5	CO1	10
OR				
3.	What are the environmental factors changes the made India a most sought after market for MNCs?	L1	CO1	10
<u>UNIT – II</u>				
4.	Defend how market segmentation, target marketing and positioning are interrelated. Give examples.	L5	CO2	10
OR				
5.	Discuss the target market selection process for Wrist watches in India.	L6	CO2	10
<u>UNIT-III</u>				
6.	What are the factors influencing pricing of branded apparel in India? What factors necessitate price cuts?	L1	CO3	10
OR				
7.	As the president of a newly established computer company, you must decide between penetration prices of skimming price policy. Explain the factors you would consider in making your choice.	L2	CO3	10

UNIT – IV

8.	What is a marketing channel? Describe the channel functions and flows.	L1	CO4	10
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OR

9.	How does marketing channels helps business? And also explain the channel intermediates and their functions.	L1	CO4	10
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UNIT – V

10.	Interpret the role of social media marketing.	L2	CO5	10
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OR

11.	Summarize google adwords, creating accounts and types.	L2	CO5	10
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PART –C

		BL	CO	Max. Marks
12.	Advertising is an art of making sure the target market receives advertising message and responds in kind. Horlicks has been traditionally targeting elders. However, few years ago, communication was changed with the introduction of different flavors. The TV commercial had children going around the town, cheering "Epang Opang Jhapang"-a chat without any meaning. However, the TVC showed their mothers deciding on the choice of health drink. Horlicks competitor Complian promised to make the kids taller. Now, Horlicks has gone a step further in promising not only	L1	CO3	10

height but a stronger body and a sharper mind. The new campaign for Horlicks gives the kids a motto: Badlo apne bachpan ka size. The new TVC has Darsheel Safary, the child protagonist of Taare Zameen Par, in the lead. Safary and his friends are on a mission to change things they don't like and question age old practices. Is Horlicks taking kids on a rebellious path? The TVC will be supported by print, radio and on ground activities and extended to Horlicks school programs, Whiz Kids Contest. In the late 2008, a legal battle broke out between Glaxo Smith Kline Consumer Healthcare (GSK) and Heinz India over the advertisements of their respective drinks Horlicks & Complan. The advertisements talked about how their respective brand was better than the other. Glaxo Smith Kline (GSK) has re-launched its Horlicks brand in three new flavors on the Indian market, according to reports in the Indian press. GSK has about 75% market share of India's health drink market with Boost, Viva and Maltova, according to a report from Press Trust of India.

Questions:

1. What positioning strategies are adopted by Horlicks?
2. What alternative positioning strategies would you suggest for the sustained market share?