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I Semester M.B.A. Day/Evening Degree Examination, August - 2021

MANAGEMENT

Marketing Management

(CBCS 2019-20 Scheme)

Paper: 1.6

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Time : 3 Hours **Maximum Marks : 70**

SECTION - A

Answer any **Five** questions, each carries **5** marks. **(5×5=25)**

1. Explain the various phases of a product life cycle.
2. Describe the methods of sales forecasting.
3. What is consumer behaviour? Explain the factors influencing consumer behaviour.
4. Discuss the different strategies of sales management.
5. Explain the CRM cycle.
6. What is integrated marketing communication? Discuss its components.
7. How can marketing organizations create and leverage a social media campaign. Discuss.

SECTION - B

Answer any **Three** questions, each carries **10** marks. **(3×10=30)**

8. Discuss the Micro and Macro environmental factors impacting Marketing.
9. What is a pricing strategy? Discuss the various pricing strategies in detail.
10. Explain the significance and role of Marketing Information System for the millennial firms.
11. State and explain the key aspects to be considered for improving customer service in the context of consumer durable segment.

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SECTION - C

Compulsory Question. **(1×15=15)**

12. CASE STUDY

Dr. Nishit Mehta was domiciled in Los Angeles, USA for last ten years. After getting his masters in Food technology from university of Pennsylvania he obtained a PhD specializing in "High Protein Products". After completing his education, he joined a company Prozac Inc as the R&D Director. The company developed different types of High protein products which were marketed through a large number of departmental stores throughout US. The company enjoyed a good reputation.

Dr. Nishit Mehta was seriously thinking of returning to India and settling down in his hometown of Bangalore. He had an idea for the last two or three years to set up a plant to produce high protein products in India. During his earlier visits, after talking to different people, he had noticed the availability of soya beans in abundance. He had carried out several experiments in his laboratory and had developed what he called "Soyabean milk". He felt that for a country like India with the majority of children being under nourished, this would be an ideal product.

Soyabean milk will have a percentage of normal milk, water and other raw materials added to give it a high protein value. It will be pasteurized, so refrigeration would not be essential and will have almost the same or even better life than regular milk. Soyabean milk will cost 15% more than regular milk but he felt it was justified due to its high protein value. He felt that other substitutes will be ten times costlier.

Technically, he was confident about the production of soya milk. But he had a doubt on marketing and commercial feasibility. His friends had informed him that recently two companies had already introduced soyabean milk in India. This did not worry him as he felt that his product would be superior and with such a large population in India, even a dozen competitors should do reasonably good business.

a) What type of information should Dr. Nishit Mehta collect and consider before setting up his project?

b) What marketing strategy would you recommend for marketing of soyabean milk in India?