Q.P. Code : 62206

First Semester M.B.A. (Day/Evening) Degree Examination, February/March 2020

(CBCS Scheme)

Management

Paper 1.6 — MARKETING MANAGEMENT

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Time : 3 Hours] *[Max. Marks : 70*

SECTION – A

Answer any **FIVE** questions. Each question carries **5** marks : **(5 × 5 = 25)**

1. What are the bases of Market Segmentation?

2. Explain the characteristics of services.

3. Explain the concept of societal marketing.

4. What is discriminatory pricing? How do you fix a price for new product?

5. How can CRM be used as a weapon in modern marketing battle?

6. How are products being marketed differently in today's digital age?

7. Enumerate the sales management strategies for B2B.

SECTION – B

Answer any **THREE** questions. Each question carries **10** marks : **(3 × 10 = 30)**

8. Explain various buying motives. What are the influences of these motives on the purchase process?

9. Enumerate the causes of poor sales and suggest the measures for increasing sales through effective promotion activities.

10. What is meant by Marketing Information System? How does it help in understanding customers and their buying behaviour?

11. How do marketing strategies change as product moves through various phases of life cycle?

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SECTION – C

(Case Study)

12. Answer this question **Compulsorily** : **(1 × 15 = 15)**

Mr. John & Mr. Keen (J & K) are two enterprising youth. They are management degree holders (PG) from national school of importance. They want other people to work under them rather than they working under other people. So, they will launch fresh vegetable in Indian Markets. Having learnt of future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For John and Keen, fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was brought by star hotels in Metro City. Further, the hotel started placing orders for supply of 20 kgs every day. Now the Mushroom Industry is run by small entrepreneurs. Another big player M/s Mosh Mushrooms, equipped with cold storage facility was more interested in export market. J & K have set their sight high now. They aim to sell mushrooms in a very big way all over the country. Mushrooms have a great market potential and is a perishable foods.

Questions :

(a) In what ways can a J & K mushroom seek to gain better understanding of its marketing environment?

(b) What will you advise J & K, as how to increase the Indian Consumers awareness about this new food product?

(c) What would be your suggestions for distribution channel for mushrooms?
