

Code: 17BA2T3

**I MBA - II Semester – Regular / Supplementary Examinations
October 2020**

MARKETING MANAGEMENT

Duration: 3 hours

Max. Marks: 60

SECTION - A

1. Answer the following:

5 x 2 = 10 M

- a) Market Data Analysis.
- b) Marketing Communication.
- c) Product Line.
- d) Brand Positioning.
- e) Channel of distribution.

SECTION – B

Answer the following:

5 x 8 = 40 M

2. a) “In the competitive world of today, marketing plays an important role”, Justify this statement with an example.

(OR)

b) Appraise the need for marketing research before launching a new product.

3. a) Summarize the need for market segmentation in evolving a marketing strategy for a product in the virgin market.

(OR)

b) Analyse the various marketing strategies that are to be used for positioning an international cosmetic brand.

4. a) Discuss the various pricing strategies and suggest the Pricing strategy best suitable for a HR consulting firm.

(OR)

b) Explain the stages of product development with reference to any product of your choice.

5. a) Evaluate the need for promotional tools for marketing and propose a budget for a product in the mature stage of PLC.

(OR)

b) What are the various channels that are available for communicating a product's attribute in the market and how do they decide on the best channel?

6. a) Making a product easily accessible is a challenge, discuss the role of intermediaries in facing this challenge.

(OR)

b) Green marketing is an emerging concept in marketing, how do you think it will help in fighting against environmental issues?

SECTION – C

7. Case Study

1 x 10 = 10 M

A South Korean company entered India's electronics market in the early 90's. It sold Refrigerators, TV's and Washing machines. The company enjoyed a 23% market share by volume and 25% share by value respectively in the last year in India.

Currently they want to enter the microwave business and are aiming at a 40% market share by the end of the year on the basis of more innovative range of products. You may make any assumption with regard to the new product range.

Questions:

- i. What would be your pricing strategy for this new range of microwave?
- ii. Propose a suitable promotion mix for the brand. Clearly specify which element or a blend of elements of promotion mix the firm should focus on and why?