

BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT

(Autonomous Institute under Visvesvaraya Technological University, Belagavi)

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Course Code

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First Semester MBA Degree Examinations, June 2022

MARKETING MANAGEMENT

Duration: 3 hrs

Max. Marks: 100

Note: 1. Answer any FOUR full questions from Question No. 1 to 7.

2. Question No. 8 is compulsory

3. Missing data, if any, may be suitably assumed

<u>Q. No</u>	<u>Question</u>	<u>Marks</u>	<u>(RBTLCO:PO)</u>
1.	a. Define marketing management.	03	(1 : 1 : 1)
	b. Distinguish between selling and marketing.	07	(2 : 1 : 1)
	c. Illustrate the micro and macro environmental factors affecting today's marketer.	10	(2 : 1 : 1)
2.	a. Summarize on buying motive.	03	(1 : 2 : 2)
	b. Explain the factors influencing consumer behaviour.	07	(2 : 2 : 2)
	c. Explain the black-box model of consumer behaviour in detail.	10	(2 : 2 : 2)
3.	a. Summarize on the concept of brand equity.	03	(1 : 3 : 3)
	b. Contrast on the basis of segmentation.	07	(2 : 3 : 3)
	c. Discuss the various branding strategies with suitable examples.	10	(2 : 3 : 3)
4.	a. List the various stages of product hierarchy.	03	(2 : 4 : 4)
	b. Explain the product life cycle with relevant marketing strategies.	07	(2 : 4 : 4)
	c. Determine the steps involved in new product development process.	10	(3 : 4 : 4)
5.	a. Interpret the definition of CRM.	03	(1 : 5 : 5)
	b. Discuss the steps involved in personal selling.	07	(2 : 5 : 5)
	c. Explain the steps involved in marketing planning.	10	(3 : 5 : 5)
6.	a. Define marketing audit.	03	(1 : 5 : 5)
	b. Analyze different pricing strategies.	07	(2 : 4 : 4)
	c. Distinguish between B2B and Consumer Marketing.	10	(2 : 2 : 2)
7.	a. Define marketing Myopia.	03	(1 : 1 : 1)

Note: (RBTLCO - Revised Bloom's Taxonomy Level: CO - Course Outcome: PI - Programme Outcome)

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| b. | Define service marketing.
Explain the characteristics of service marketing. | 07 | (2 :3 : 3) |
| c. | Explain the steps involved in developing effective communication. | 10 | (3 :5 : 5) |

8. Case Study

Jeans have a wide appeal and acceptance in the country for their functional and symbolic value. Initially, jeans as a symbol of westernization “caught” on the urban markets with good number of foreign brands enjoying strong brand equity in the market. Over the last two decades the appeal of jeans has spread to rural and semi urban markets and consumers in their markets are highly driven by the “aspirational” appeal of jeans.

Apache a brand of jeans has grown significantly in the last few years. The interesting aspect of this brand is that it is made of fine 2 ply twill, micro buffeted and enzyme washed for softness and is not made of denim. The brand is available in few colors and in few cities.

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| a. | Examine what kind of psychological factors can be used by the brand to influence consumer behaviour in the jeans market? | 10 | (3 :4 : 4) |
| b. | Develop a suitable communication strategy for the brand for the rural markets for the jeans product. | 10 | (3 :4 : 4) |

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