

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, October/November 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>(RBTL:CO:PO)</u>
1.	a. Define marketing myopia.	03	(1 : 1 : 1)
	b. Enumerate various elements of marketing concepts.	07	(1 : 1 : 1)
	c. Briefly explain the various factors affecting marketing environment.	10	(2 : 1 : 1)
2.	a. Define consumer behaviour.	03	(1 : 2 : 2)
	b. Describe the various stages in consumer purchase decision making.	07	(2 : 2 : 2)
	c. Explain the factors that influence consumer buying behaviour.	10	(2 : 2 : 2)
3.	a. Write a note on positioning concept.	03	(2 : 3 : 3)
	b. Explain the various branding strategies.	07	(2 : 3 : 3)
	c. Categorize the bases for segmenting consumer markets.	10	(3 : 3 : 3)
4.	a. Define product with an appropriate example.	03	(1 : 4 : 4)
	b. Determine the term services? Explain the characteristics of services.	07	(2 : 4 : 4)
	c. Articulate different methods of pricing in detail.	10	(3 : 4 : 4)
5.	a. Methodically express marketing planning.	03	(2 : 5 : 5)
	b. Elaborate the steps involved in personal selling.	07	(2 : 5 : 5)
	c. Explain the steps involved in developing effective communication.	10	(3 : 5 : 5)
6.	a. Define Neuro marketing.	03	(1 : 1 : 1)
	b. Compare and contrast consumer marketing and business marketing.	07	(1 : 2 : 2)
	c. Analyze the different types of brand with example.	10	(2 : 3 : 3)
7.	a. Define Integrated Marketing Communications.	03	(2 : 5 : 5)
	b. Explain the various types of targeting with suitable example.	07	(2 : 3 : 3)
	c. Explain the factors affecting the channel choice.	10	(3 : 4 : 4)

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

8.

Case study

IRL Ltd. is a fast growing fast food company. It has 36 product lines consisting of Pizza, Burger, Sandwich, Chats etc... It had a wide distribution network throughout the country catering through the retailers. It has top brand ambassadors. The products are advertised in various visual and print medias such as, television, magazines and newspapers etc... The company has earned goodwill and surplus profits. Being successful in fast food industry the management decides to enter into ice cream segments in all major cities of the country. India's current Ice-cream market is worth Rs 3000 Cr. Including the unorganized sector. There are few strong competitors existing in all major cities. The management decided to first conduct a market survey to understand the present market conditions. The company plans to invite top films stars and leading sports stars for inauguration.

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| a. What is the product mix? State the product mix of IRL Ltd. | 10 | (3 :4 : 4) |
| b. What are the factors that drive the customers towards Ice cream shop? | 10 | (3 :4 : 4) |

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