

Code No: MB1623/R16

MBA II Semester Regular/Supplementary Examinations, May/June-2019

MARKETING MANAGEMENT

Time: 3 Hours

Max. Marks: 60

*Answer Any FIVE Questions
All Questions Carry Equal Marks
Question No. 8 is Compulsory*

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| 1. a | Discuss the concept of marketing. How is marketing orientation relevant to business? | 6M |
| b | Explain the Micro and Macro components of marketing and their impacts. | 6M |
| 2. a | Explain how segmentation and targeting relate to marketing strategy | 6M |
| b | What are the steps for choosing target market segmentation? | 6M |
| 3. a | What is Price and Pricing? Explain the role and importance of Pricing in marketing strategy. | 8M |
| b | Describe the different pricing strategies in marketing. | 4M |
| 4. a | Define marketing communication. Discuss about importance of marketing communication. | 6M |
| b | Explain the recent trends in marketing communications | 6M |
| 5. a | Explain control of marketing efforts? What are the different types of marketing controls | 6M |
| b | What are the marketing organization and control? Explain the types in organization structures | 6M |
| 6. a | What are the factors that influence pricing? Discuss. | 4M |
| b | Explain about efficiency control and strategic controls of marketing performance. | 8M |
| 7. a | What is meant by promotion mix, with suitable examples. Discuss and differentiate between direct marketing and online marketing. | 6M |
| b | What is segmentation? Describe the conditions essential for successful market segmentation. | 6M |
| 8. | Case study
After Coca-Cola left India, Pepsi laid plans to enter this huge market. Pepsi worked with an Indian business group to gain government approval over the objections of domestic soft drink companies and anti multinational legislators. Pepsi offered to help India to export agricultural products in a volume that would more than cover the cost of importing soft drink concentrate. Pepsi also promised to reach into rural areas to help in economic development. Pepsi further offered to transfer food processing, packaging and water treatment technology to India. Pepsi bundled a set of benefits that won the support of various interest groups in India.

i) What is mega marketing and apply this to the above case?
ii) What additional two P's did Pepsi use to gain entry into India?
iii) What do you mean by 'Civic positioning'? Which Pepsi has to follow after entering India? | 12M |
