

Code No: MB1623/R16

MBA II Semester Regular Examinations, May-2017

Marketing Management

Time: 3 Hours

Max. Marks: 60

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

1. a What are the marketing philosophies that guide the markets? 6 Marks
b Discuss about the various environmental factors of Indian marketing environment in brief 6 Marks
2. a What are the bases for segmenting consumer markets? Explain with appropriate examples. 6 Marks
b Discuss the target market selection process for sports cars in India. 6 Marks
3. a What are the objectives of pricing? Explain 6 Marks
b What factors necessitate price cuts? Discuss the merits and demerits of price cuts. 6 Marks
4. a What are the various objectives of sales force? Explain. 6 Marks
b How do you measure the effectiveness of advertising effort? 6 Marks
5. a Mention the four types of marketing control. Enumerate how each is important in assessing marketing effectiveness of a firm. 6 Marks
b What is marketing audit? What are the various types of marketing audits? According to you which marketing audit is most appropriate. Justify. 6 Marks
6. a "Marketing orientation goes beyond selling". Examine this statement and highlight the major differences between marketing orientation and selling orientation. 6 Marks
b Explain the concept of market segmentation and the benefits that marketer can gain by adopting it. 6 Marks
7. a What is the importance of pricing? What is meant by customer perceived pricing? Explain the relevance 6 Marks
b Effective communication is the essence of communication? How does communication works in marketing? Discuss with suitable examples. 6 Marks



8. Case Study (Compulsory):

12
Marks

An economy expands and education becomes widespread, more and more family units have two or more earning members. The traditional role of men as the bread winner is diminishing as women enter the workforce. Society is transforming by the expanding ranks of working women. The changing role of women has already affected consumer advertising, politics and other recreational activities.

Many Marketers have leaped into the multibillion dollar “working women” market with mixed results. They are offering everything from working women magazines to seminars on climbing the corporate ladder. Women no longer find their identity and self – esteem in clean, brighter – than bright kitchen and house.

Two – income families share decisions abosut purchase from banking service to bleach. They want plenty of product information which is equally appealing to men and women. Women aren’t necessarily doing all of the shopping and meal preparation any more. Men, children and especially teenage girls are making choices of food and other products. New products that promise more leisure will also win favor among employed women. Today’s two – income family earn more than the average family but saves a smaller than average proposition of its income. The working couple buy more clothes, cosmetics, transportation, domestic services, child care, restaurant meals and ready – made food.

Q1. With more women working why the traditional advertising concept should be changed?

Q2. In developing new household products how should the marketer target the buying population.

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