

Code No: MB1623/R16

MBA II Semester Supplementary Examinations, September-2022

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) | Define the concept of Market. What is Marketing Mix? | 4M |
| | b) | Discuss the need and importance of Marketing? | 8M |
| 2. | a) | Examine the concept of Positioning. | 5M |
| | b) | Discuss about the various Positioning strategies. | 7M |
| 3. | a) | What is the role of Pricing? Explain in brief. | 5M |
| | b) | Discuss the strategies adopted to respond to competitor's price changes. | 7M |
| 4. | a) | What are the objectives of Sales Force? | 6M |
| | b) | Discuss about the structure and size of Sales force. | 6M |
| 5. | a) | What is the need for controlling Marketing Performance? Discuss. | 6M |
| | b) | Discuss the techniques for controlling markets. | 6M |
| 6. | a) | What is the role of Advertising? | 6M |
| | b) | Differentiate between Advertising and Publicity. | 6M |
| 7. | a) | What is the need for identification of Market Segments? | 6M |
| | b) | Differentiate between Segmentation, targeting and Positioning. | 6M |

8.

CASE STUDY

Surf Life Saving Lotteries is one of key fundraising pillars of the Surf Life Saving Foundation in Australia. The client identified that digital was becoming more and more important as a marketing channel, as opposed to traditional promotional methods such as shopping mall stands and leaflet drops. They were looking for an integrated digital strategy that would produce results in excess of the natural migration to online channels.

Objectives

The client’s key objectives included the following:

1. Develop and execute an integrated digital strategy that achieves the organization’s fundraising goals and makes the best use of available marketing resources.
2. Install a tracking and measurement system to accurately track the Return On Investment on marketing expenditures
3. Increase new customer acquisition
4. Boost average transaction size
5. Grow subscribers to the Champion’s Club – a subscription program for regular supporters of the Surf Life Saving Lottery.

How the objectives were achieved

1. Devising a web marketing strategy addressing the areas of traffic generation, conversion optimization and customer lifetime value optimisation.
2. Building a metrics dashboard and reporting system for comparing lotteries over time.
3. Introducing new traffic sources, including Google AdWords and Facebook Advertising campaigns to augment existing traffic.
4. Launching a social media campaign to showcase prize homes, engage the community and reach new audiences.
5. Developing high-converting landing pages on a flexible platform that require internal IT resources.
6. Increase Champion’s Club subscribers via in-cart upsells and remarketing to previous one-time purchases with targeted offers.

Key Results

- Revenue-per-lottery increased by 47% year on year
- Unique Visitors per lottery grew by 59% year on year
- Average Order Value improved by 6% year on year
- Champion’s Club subscribers up by 40% year on year

Question for Discussion:

- i. Discuss the impact of Integrated Digital Strategy.

2 of 2