

Code No: MB1623/R16

MBA II Semester Supplementary Examinations, October-2021

MARKETING MANAGEMENT

Time: 3 Hours

Max. Marks: 60

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

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| 1. a | Write a detail note on the importance of Marketing Mix?  | 6M  |
| b    | Explain the Sales and Marketing Concept?   | 6M  |
| 2. a | Why to segment Consumer Markets? Explain the basis for segmenting Consumer Markets?  | 6M  |
| b    | What do you mean by Positioning? Discuss various Positioning strategies?   | 6M  |
| 3. a | What factors influence Pricing decisions? Explain any four pricing methods of your choice?   | 6M  |
| b    | How Pricing can be used to win and to manage competition? Discuss?   | 6M  |
| 4. a | Write a short note on Marketing Communication Mix elements?  | 6M  |
| b    | Explain the Marketing Communication Process?   | 6M  |
| 5. a | State the need for Control of Marketing Performance? Write about Strategic Control?  | 6M  |
| b    | How to organize the Marketing Department? Illustrate a structure?  | 6M  |
| 6. a | What factors influence Indian Marketing Environment?   | 6M  |
| b    | What do you mean by Targeting? Discuss few market targeting strategies?  | 6M  |
| 7. a | In what way Advertising is different from Sales Promotion?   | 6M  |
| b    | Write about Annual Plan Control and Profitability Control?   | 6M  |
| 8.   | Case study<br>SONY originally planned to sell 10 million PlayStation 2 units worldwide within the first year of introduction. The marketing plan called for an aggressive presale promotional campaign to build demand and overshadow competitive game units from Nintendo, Xbox and other rivals. Sony initially launched the new product in Japan, where the planned hype caused a buying frenzy in which almost 1 million units were sold within the first three days. However, unexpected components shortages kept the company from building enough units to stay on schedule. As a result, Sony was forced to revise its marketing plan by delaying the European launch and reducing the number of PlayStation 2 units shipped to stores in Europe and the United States; this delay, in turn, prevented Sony from reaching its corporate sales and profit objectives for the year.<br>Questions(s)<br>1. How to maximize the profit objectives of SONY?<br>2. If you are the Marketing Manager of SONY, What pricing and promotional strategies you will adopt to launch the product? | 12M |

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