



P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belagavi)

First Semester, Master of Business Administration (MBA)

Semester End Examination; June - 2022

Marketing Management

Time: 3 hrs

Max. Marks: 100

*Note: Answer all **FOUR** full questions from **PART - A** and **PART - B** (Case Study) is compulsory.*

Q. No.	Questions	Marks	BLs	COs	POs
PART - A					
1 a.	Discuss the factors influencing micro and macro environment of organization with example.	10	L2	CO1	PO1
b.	Discuss the stages in the consumer buying decision process with suitable example.	10	L2	CO1	PO2
OR					
2 a.	Write a note on;				
	i) Company orientation towards marketing place	5	L1	CO1	PO1
	ii) Characteristics of Business market	5	L1	CO1	PO1
b.	Explain the steps involved in marketing research process.	10	L3	CO1	PO2
3 a.	Discuss the bases for consumer market segmentation.	10	L	CO2	PO2
b.	Discuss the different levels of market segmentation that can guide marketer's target market decision.	10	L3	CO2	PO2
OR					
4 a.	Discuss the major segmentation variable for business markets.	10	L3	CO2	PO2
b.	Discuss the requirements of effective market segmentation with examples.	10	L3	CO2	PO2
5 a.	Explain new product development process with a neat labeled diagram.	10	L4	CO3	PO2
b.	Define product life cycle. Analyze the marketing strategies used at different levels of product life cycle.	10	L4	CO3	PO2
OR					
6 a.	Discuss the characteristics of services and services marketing mix with suitable examples.	10	L4	CO3	PO1
b.	Analyze the various pricing strategies practicing by marketing organization.	10	L4	CO3	PO2
7 a.	Analyze the functions performed by Distribution channels.	10	L4	CO4	PO3
b.	Discuss the steps involved in developing effective marketing communication program.	10	L4	CO4	PO5

OR

Contd... 2

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|------|--|----|----|-----|-----|
| 8 a. | What are the different types of marketing organizations? Explain with the help of diagram. | 10 | L5 | CO5 | PO4 |
| b. | What is marketing audit? Explain various components of marketing audit. | 10 | L4 | CO5 | PO5 |

PART - B Case study (Compulsory)

9. Quality food Inc. is a multiproduct ready to eat food products manufacturing company. The product lines consist of noodles, Rava idli mix and all other north Indian and south Indian food items. They has manufacturing plots in Delhi, Mumbai and Bangalore. They also has an extensive distribution network in all major cities catering to the retailers. They has brand ambassadors in different regional languages and advertises their products through Visual (TV) and print media. They has a very good name in the market and the company has surplus cash. The board decides to enter into coffee shops in all major cities. Coffee day in their biggest competitor. Mean while market started suffering Covid-19 impact and had big challenges in running the business. The board decided to conduct a market survey to understand the market pulse.

Questions

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|----|---|----|----|-----|-----|
| a. | Is it advisable to diversify to the above business in the present context? Comment. | 5 | L4 | CO2 | PO4 |
| b. | Discuss the macro factors that will influence the company decision during pandemic situation. | 5 | L3 | CO2 | PO4 |
| c. | Discuss the marketing strategies company can initiate to launch the coffee shops in market | 10 | L5 | CO3 | PO5 |

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