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

(An Autonomous Institution affiliated to VTU, Belgaum)

First Semester - Master of Business Administration (MBA)

Semester End Examination; Jan/Feb. - 2016

Marketing Management

Time: 3 hrs

Max. Marks: 100

Note: Answer any FOUR full questions from PART- A and PART-B (Case study) is compulsory.

PART - A

- 1 a. Illustrate various marketing concepts. 10
 b. Explain stages in consumer buying decision process. 10

OR

- 2 a. Discuss about various techniques of segmentation with suitable examples. 10
 b. Explain different product positioning strategy. 10
 3 a. Explain all elements of Brand equity with relevant examples. 10
 b. Explain the stages of product life cycle by taking any FMCG product of your choice. 10

OR

- 4 a. Illustrate product mix of any company of your choice. 10
 b. Explain the role of labeling in packing. 10
 5 a. Discuss various pricing strategies with suitable example. 10
 b. Explain the stages of new product development. 10

OR

- 6 a. What are the types of channel conflicts? Explain. 10
 b. Explain the factors affecting channel choice for an electronic product. 10
 7 a. Explain in detail the concept of “promotion Mix” with atleast two examples for each. 10
 b. Discuss AIDS model. 10

OR

- 8 a. What are the steps involved in selling process. 10
 b. Explain various types of marketing structures in an organization. 10

Contd...2

PART - B9. **Case Study :**

India is among the hottest growth markets for AC makers. Just like other consumer goods companies. Daikin entered India in 2000 as 80:20 JV with Siddharth Shriram group company Siel. In 2004, it bought out Siel's 20% stake to make the Indian firm and wholly owned subsidiary. All these years Daikin's sold bulk of its ACs to offices and factories. Since entry level products are driving volumes across categories, the company could not afford to stay away from that segment for long. Daikin launched 14 models for homes last year and the starting model was only 10 - 15% costlier than similar models of competitors.

Changing life style, increasing income, falling prices etc all contributed to the rise of AC's sales. With the introduction of cheaper products. The company claims to have already increased its market share marginally which is encouraging and it wants to become one of the top 3 AC makers.

Questions :

1. Develop suitable promotional strategies for the company to the following segments :

a) Home segment

10

b) Offices and Factories segment.

10

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