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

(An Autonomous Institution affiliated to VTU, Belgaum)

First Semester, MBA - Master of Business Administration

Make-up Examination; Feb - 2017

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. What is societal marketing concept and explain the different marketing orientation? 10
- b. What are the various macros environmental factors influencing marketing decisions? Why it is necessary to monitor the external environment? 10

### OR

- 2 a. Describe the various states in consumer buying decision process by taking laptop as an example. 10
- b. What is marketing segmentation? Discuss the basis for segmentation of consumer market. 10
- 3 a. Define consumer behavior. Discuss the psychological factors influencing the consumer behavior. 10
- b. What are buying motives and explain the different types of buying motives? 10

### OR

- 4 a. Brief out the different levels of target marketing. 10
- b. What is brand and mention the assets and list out the brand elements choice criteria? 10
- 5 a. Explain the different levels of product using of diagram with an example. 10
- b. Discuss the marketing strategies changes during the products life cycle. 10

### OR

- 6 a. What are the different pricing strategies involved in marketing? Explain with examples. 10
- b. Explain the various factors affecting channel choice. 10
- 7 a. What is the need for marketing organization? What are the different types of marketing organization? 10
- b. Explain briefly the Five M's of advertising. 10

### OR

- 8 Write short notes on **FOUR** of the following carrying equal marks: 20
  - (a) Personal selling
  - (b) Marketing Audit
  - (c) channel conflict
  - (d) Sales promotion tools in consumer market
  - (e) E-marketing

**PART – B (Compulsory)****9. Case Study: Pizza Hut India****Marketing Orientation is customer Orientation**

Pizza Hut made its entry in India in 1996. Since pizza is a food foreign to the Indian Palate. Pizza Hut tried to develop a bond with the Indian consumer. Pizza Hut went in for an Indianisation campaign. They created Indian toppings and vegetarian pizzas such as Chicken Tikka, Spicy Korma and the Tandoori range, which have been extremely successful. The world's only 100 per cent vegetarian Pizza Hut restaurants are located in Ahmedabad at Surat and Mumbai's Chowpatty, and a special Jain menu sans root-based ingredients are again a reflection of the company's adaptation to the local preferences. Dressing on the salads are completely egg-less.

Pizza Hut's advertising strategy also lays emphasis on it being an international brand with an Indian heart. Its communication is reflective of family values and marriage commercial in Indian Settings and the Palat (turn) pizza commercial in Hinglish reflect the adaptation. Secondly Highlighting the premise that the pizza is a catalyst that brings people together ensures that this catalyst that brings people together ensures that this is a foreign brand that connects with the Indian consumer.

The company understood that the Indian consumer is value conscious and not price conscious. Pizza Hut continuously reinforced the product quality and standards to remain in sync with the Indian consumer. While the company maintained the highest quality standards, they also delivered affordability.

The target market for the company are the young adults (18-29 years) The overall marketing strategy such as the launch of the innovative new product ranges every couple of months, or the frequent introduction of exciting customer initiatives or communication campaign are centered around this group.

In India eating out has evolved into a form of entertainment in an effort to provide that overall dining experience. Pizza Hut not only serves the best pizzas, but also sings and dances for the customers. The staff managers dance to disco tunes in Mumbai and do 'bhagra in Amritsar.. Families with young children are also recognized as an integral segment of the target audience birthday parties and get-together are a regular feature at this fast food joint.

Pizza Hut wants to satisfy its customers by offering them the best, and expects every employee to be 'customer maniac'

- a) Discuss the entry strategies of pizza hut India?
- b) How companies reinforce the quality of the Pizza hut?
- c) Explain the promotions/strategies adopted by pizza hut in India.
- d) Brief out the major differentiation strategies of pizza hut India.

