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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 - 2017

Marketing Management

Time: 3 hrs

Max. Marks: 100

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

PART - A

- 1 a. Discuss the elements which constitutes in marketing environment. Explain with examples. 10
 b. How are the various marketing concepts different from each other? 10

OR

- 2 a. Explain the various factors that affect consumer decision making with suitable examples. 10
 b. How does consumer formulate choice and criteria for evaluating alternatives? Discuss. 10
 3 a. Explain different types of segmentation technique with relevant examples. 10
 b. Illustrate various branding strategies. 10

OR

- 4 a. Explain various targeting strategies with examples. 10
 b. Elaborate the factors of product differentiation by taking any one product category of your choice. 10
 5 a. Illustrate the steps involved in new product development. 10
 b. Explain the steps involved in pricing procedure. 10

OR

- 6 a. Describe various pricing methods in details. 10
 b. Explain the steps involved in designing a marketing channel systems. 10
 7 a. Explain various types of conflicts arise in channels and list out the reasons for conflicts with resolving techniques. 10
 b. Discuss the importance of promotion mix in marketing. Explain its components. 10

OR

- 8 a. What is sales promotion? Explain various consumer and trade promotion methods with examples. 10
 b. Discuss the steps involved in marketing planning process. 10

PART - B**9. Case Study:**

Japanese Manufacturers dominate the world motor cycle market. They have models in every part of the market and are continually bringing out new versions; indeed, some critics think that the rate of new model introduction has become counterproductive, since the market will not be able to absorb them all.

Harley- Davidson, the American manufacturer has survived and is successfully selling its nostalgically styled models at high prices in major Western markets. The British industry, which once led the world, disappeared completely. All leading Indian motor cycles are being manufactured in joint ventures with Japanese companies. There are some manufacturers in Europe who tend to specialize. Example: in high powered sports models or small mopeds.

Questions:

- a) How would you go about segmenting the market for motor cycles? 10
- b) What segments would you recommend an Indian manufacturer to take in, 10
- i) India
 - ii) Europe

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