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M. B. A. (Second Semester) Examination,

April-May 2021

(New Scheme)

(Management Branch)

MARKETING MANAGEMENT

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

Note : Attempt either part (a) or (b) from each question in Section-A. Section-B is compulsory. All question in Section-A carry equal marks (14 Marks each). Section B carry 10 marks.

Section-A

1. (a) "Marketing is an indispensable aid for smooth functioning of the present day industrial structure."

Discuss this statement fully.

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Or

- (b) What is Marketing Mix? Explain the factors affecting Marketing Mix.
2. (a) What do you mean by Marketing Segmentation? Explain in brief the criteria or bases used for segmenting the market. 14

Or

- (b) Define consumer behaviour and describe its relevance in marketing decision making.
3. (a) Explain the concept of 'Product Life-Cycle' and examine the various ways by which the life cycle of a product can be extended. 14

Or

- (b) What do you mean by Price Discrimination? What are its objectives? What are the conditions necessary to make it more effective?
4. (a) What do you mean by channels of distribution? What are the major factors which you would take into account while selecting channels of distribution. 14

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[3]

Or

- (b) "Money spent on advertisement is wasteful." Do you agree? Give arguments in support of your answer.
5. (a) Discuss the emergence of online marketing trends and its features. 14

Or

- (b) Write short notes on : (any two)
- (i) Consumerism
 - (ii) Social marketing
 - (iii) Green marketing

Section-B

Case Study 10

Read the following case and answer the questions given at the end :

Quality Foods Pvt. Ltd. manufactures biscuits, chocolates and Snacks. They started business twenty five years back in the small scale. By hard work the company has reached the present level of turnover at Rs. 100 crores.

Against the large scale competition from 'Cadbury',

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'Britannia' and 'Parle' the company has performed well. The prime consideration is given to the quality of the product. It has however, been noticed that company is yet to accept the concept of professional management fully. The company should do even better than what they are doing presently. Mr. Ramnath Iyer, Marketing Manager was thinking of making a big entry into the market for 'food drinks'. For last one year or so, he was noticing the high pitched advertisement coming on T.V. from such brands 'Boost' and 'Complan'. Mr. Ramnath Iyer, however, felt that he must offer some new concept in the product formulation against the traditional one. In his own family as well as others he had found that the present product in granule or powder form posed quite a few problems. The main one was that of spoilage if a wet spoon is used. The product used to get solidified. Using a can for packaging also increased the cost. In consultation with his R & D manager, he was contemplating the development of food drink in a paste form. This should be offered in a plastic or aluminum tube.

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Questions :

- (i) How would you test this concept for acceptability?
- (ii) Do you think this new concept in product formulation will meet with consumer acceptance.?