USN ☐☐☐☐☐☐☐☐☐☐   **Course Code** | M | B | A | 1 | 0 | 5 |

First Semester MBA Degree Examinations, April 2025

MARKETING MANAGEMENT

Duration: 3 hrs   **Max. Marks: 100**

Note: *1. Answer any **FOUR** full questions from Question No. 1 to 7.*
        2. Question No. 8 is compulsory
        3. Missing data, if any, may be suitably assumed

Q. No		Question	Marks	(RBTL:CO:PO)
1	a.	Discuss the term marketing and list its key significance in the modern world.	03	(2:1:1)
	b.	Differentiate between marketing and selling with relevant examples.	07	(4:1:1)
	c.	Explain the statement "Marketing begins and ends with the consumer" in your own words.	10	(2:1:1)
2.	a.	Describe the different buying roles in the consumer decision-making process.	03	(3:2:2)
	b.	Summarize the five stages of the buying decision process with brief explanations.	07	(4:2:2)
	c.	Describe the black box model of consumer behaviour and its key components.	10	(3:2:2)
3.	a.	Describe term product and classify different types of products with examples.	03	(2:2:2)
	b.	Outline the stages of the product life cycle and explain their significance.	07	(4:2:2)
	c.	Explain new product, and how is it developed? Illustrate with an example.	10	(2:2:2)
4.	a.	Explain the AIDA model with a suitable example from advertising or sales.	03	(2:4:4)
	b.	Develop a chart of distribution channels for the following product categories: (i) Fast-moving consumer goods (FMCG) (ii) Automobiles	07	(4:4:4)
	c.	Discuss the statement: "Advertising brings long-term benefits, but sales promotion gives quicker results." Support your argument with real-life examples.	10	(2:4:4)
5	a.	Describe branding and explain its importance in marketing strategy.	03	(2:5:5)
	b.	Explain market segmentation. Explain the criteria for successful market segmentation.	07	(2:5:5)
	c.	Describe various sales promotion tools and techniques with examples of their applications.	10	(3:5:5)

Note: (RBTL - Revised Bloom's Taxonomy Level: CO - Course Outcome: PO – Programme Outcome)

6.	**a.**	Describe Neuromarketing and explain how it influences consumer behaviour.	**03**	**(2:3:3)**
	b.	Compare and contrast consumer marketing and B2B marketing, highlighting key differences.	**07**	**(4:3:3)**
	c.	Critically analyze the latest trends in marketing practices in the current global environment.	**10**	**(3:3:3)**
7.	**a.**	Discuss positioning and explain its role in marketing strategy.	**03**	**(2:3:3)**
	b.	Explain the concept of pricing and discuss the factors that influence the price of a product or service.	**07**	**(2:3:3)**
	c.	Explain the marketing environment. Briefly explain the external factors that impact marketing decisions.	**10**	**(3:3:3)**

8. <div align="center">**Case Study**</div>

Sachin and Virag are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virag fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotel in Bangalore. Further, the hotel placed orders for supply of 20 kgs every day. Now mushroom industry is run by small entrepreneurs, like Sachin and Virag. Another big player M/s Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market. Sachin and Virag have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food.

	a.	How will you advice Sachin and Virag, to increase the consumer awareness about this new food? Interpret.	**10**	**(3:5:5)**
	b.	Discuss the suggestions for distribution channel for mushrooms?	**10**	**(3:5:5)**

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