

BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT

(Autonomous Institute under Visvesvaraya Technological University, Belagavi)

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Course Code

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First Semester MBA Degree Examinations, June 2023

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.

<u>Q. No</u>	<u>Question</u>	<u>Marks</u>	<u>(RBT:CO:PO)</u>
1.	a. Explain the concepts of need, want and demands of consumer.	03	(1 : 1 : 1)
	b. Differentiate between B2B marketing Versus B2C marketing.	07	(1 : 2 : 2)
	c. Analyze the market environment from the perspective of micro and macro factors impacting the business.	10	(2 : 1 : 1)
2.	a. Define marketing.	03	(1 : 1 : 1)
	b. Explain the stages in consumer buying decision process.	07	(2 : 2 : 2)
	c. Analyze the various stages of new product development.	10	(2 : 4 : 4)
3.	a. What is marketing myopia?	03	(1 : 1 : 1)
	b. Distinguish between selling and marketing.	07	(2 : 1 : 1)
	c. Access the factor influencing buying behaviour of the consumer.	10	(2 : 2 : 2)
4.	a. What is personal selling?	03	(1 : 5 : 5)
	b. Interpret the concept of targeting and its application in formulating the target market strategies.	07	(2 : 3 : 3)
	c. Access the bases of segmentation.	10	(2 : 3 : 3)
5.	a. What is AIDA?	03	(1 : 5 : 5)
	b. Differentiate between traditional advertising and modern media advertising.	07	(2 : 5 : 5)
	c. Recommend a product mix strategy by considering an example of your wish.	10	(2 : 4 : 4)
6.	a. What is meant by buying motives of consumer?	03	(1 : 2 : 2)
	b. Explain the tools and techniques of sales promotion.	07	(2 : 5 : 5)
	c. Explain the product life cycle stages with suitable market strategy.	10	(2 : 4 : 4)
7.	a. List product hierarchy levels.	03	(1 : 4 : 4)

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| b. | Define service marketing and explain the characteristics of service marketing with example. | 07 | (2 :3 : 3) |
| c. | Evaluate the steps involved in marketing planning. | 10 | (3 :5 : 5) |

8.

Case Study

Hemand, Guddu and Toshita were friends from college days and presently they were doing different kinds of business. They regularly meet and discuss their business ideas, and exchange notes on customer satisfaction, marketing efforts, product designing, selling techniques, social concern, etc. In one such meeting, Helmand drew the attention of Guddu and Toshita toward the exploitation of consumer. He told that most of sellers were exploited the consumers in various ways and were not attention towards the social, ethical and ecological aspects of marketing, whereas he was not doing so. Guddu told that they were under pressure to satisfy the consumer but stated that the consumers would not buy or not buy enough unless they were adequately convinced and motivated for the same.

Toshita stressed that a company cannot achieve its objectives without satisfying the needs of the customer. It was the duty of the businessmen to keep customer satisfaction in mind, because business is run by the resources made available by the society. She further stated that the her-self was taking into consideration the need of the consumers.

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| a. | Identify the various types of thinking that guided Hemand, Guddu and Toshita in the marketing efforts of their business. Also state more features each of various types of thinking identified that is not given in the above paragraph. | 10 | (1 :2 : 2) |
| b. | Suggest some marketing strategies to the businessmen Hemand, Guddu and Toshita in developing their business and gaining customer satisfaction. | 10 | (1 :2 : 2) |

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