

Seat No. : _____

N25-118

December-2014

Second Year MBA, (KS) (Integrated)

Marketing Management – I

Time : 3 Hours]

[Max. Marks : 100

- Instructions :** (1) All questions are compulsory.
(2) Each question carries equal marks.
(3) Neatness is preferred.

1. (A) Define Marketing. Explain briefly all the marketing management orientation with relevant examples. **10**
(B) Explain the following terms : **10**
(1) Marketing Myopia
(2) Customer & Consumer
(3) Segmentation
(4) Positioning
(5) Marketing Mix Elements

OR

Explain the micro environmental factors affecting the organisation with suitable examples.

2. (A) Define Marketing research. Briefly describe the steps in marketing research process. **10**
(B) Explain the process of consumer buyer decision with an example describing all the steps in detail. **10**

OR

- (A) Differentiate between primary and secondary data. Explain the various sources of primary data. **15**
(B) Define consumer behaviour. Discuss the various types of buying decision behaviour with suitable examples. **5**

3. (A) Explain product line and product mix in detail with suitable examples. **10**

OR

Take any service organization of your choice and evaluate on 3 extended P's of marketing.

- (B) Explain the product life cycle in detail taking examples of different products. **10**

OR

Describe the four characteristics of services that marketers must consider while designing marketing programs. As services are variable what strategies will you consider to make it standardized.

4. (A) What is a price ? Other than Product/Company cost and customer perception which are the other factors to be considered while setting price ? Explain. **10**

OR

Discuss the product-mix pricing strategies with an example of each.

- (B) Describe the major types of Vertical Marketing System and provide an example for each. **10**

5. (A) Suppose the Advertising Planner has an advertising budget of ₹ 50,00,000. The cost per thousand exposures of average quality is ₹ 10. **5**

(1) Find out the total reach.

(2) If advertiser seeks an average exposure frequency of 20, then the advertiser can reach how many people ?

- (B) Define advertising. Explain 5 M's of advertising with relevant example. **10**

- (C) Define personal selling. Also explain the personal selling process. **5**
