

**MBA(FT)/MBA(IB)/MBA(TT)/MBA(PT) DEGREE II SEMESTER EXAMINATION
MAY 2016**

SMS 2202/SMI 2202/SMT 2202/SMP 2202 MARKETING MANAGEMENT
(Regular and Supplementary)

Time : 3 Hours

Maximum Marks : 50

PART A
(Answer *ALL* questions)

(5 × 2 = 10)

1. What is consumerism?
2. What are the 3 elements that constitute marketing concept?
3. What is marketing environment?
4. What is the nature of industrial markets?
5. Why do some firms sell identical products under more than one of their own brands?

PART B
(Answer *ANY FIVE* questions)

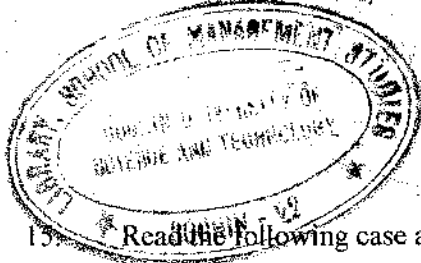
(5 × 4 = 20)

6. What is marketing research? What are the uses of marketing research?
7. What situational influence might affect a family's choice of a motel in a strange town while on vacation?
8. What is positioning? Explain with reference to Smart Cars.
9. What are the merits and limitations of the cost-plus method of setting a base price?
10. Explain vertical, horizontal and multi channel forms of distribution.
11. Write a brief note on Green Marketing.
12. What are the new issues in marketing especially after globalization?

PART C
(Answer *ANY TWO* questions)

(2 × 10 = 20)

13. Discuss the evolution of consumerism in India.
14. Define buyer behavior. Discuss about the factors that influence buyer behavior with reference to consumer markets.



15. Read the following case and answer the discussion questions.

THE COKE PEPSI RIVALRY : PEPSI VS.COKE

The cola wars had become a part of global tradition- something all of us took for granted. However, for the companies involved, it was a matter of 'fight or surrender'. Both print and electronic media served as battlefields, with the most bitter of the cola wars often seen in form of the comparative advertisements. In the early 1970s, the US soft-drinks market was on the verge of maturity, and as the major players, Coke and Pepsi offered products that 'looked the same and tasted the same, 'substantial market share growth seemed unlikely'. However, Coke and Pepsi kept rejuvenating the market through product modifications and pricing/promotion/distribution tactics. As the competition was intense, the companies had to frequently implement strategic changes in order to gain competitive advantage. The only way to do this, apart from introducing cosmetic product innovations, was to fight it out in the market place. This modus operandi was followed in the Indian markets as well with Coke and Pepsi resorting to more innovative tactics to generate consumer interest.

In essence, the companies were trying to increase the whole market pie, as the market-shares war seemed to get nowhere. This was because the companies came out with contradictory market share figures as per surveys conducted by their respective agencies – ORG (Coke) and IMRB (Pepsi). For instance, in August 2000, Pepsi claimed to have increased its market share for the first five months of calendar year 2000 to 49% from 47.3%, while Coke claimed to have increased its share in the market to 57%, in the same period, from 55%. Media reports claimed that the rivalry between Coke and Pepsi had ceased to generate sustained public interest, as it used to in the initial years of the cola brawls worldwide. They added that it was all just a lot of noise to hard sell a product that had no inherent merit.

Question:

- (i) What is the role of studying Marketing Environment in building the marketing strategy for Coke and Pepsi?
