

Reg. No.

**MBA Degree (FT/ PT) II Semester End Semester Examination- June. 2022**  
**21-371-0202/ 21-372-0202: Marketing Management**  
**(Regular)**

Time: 3 Hours

Max Marks: 50

**Course Outcomes:** - On completion of the course, the student will be able to:

CO1	Recall the basic concepts and terms related to Marketing Management, like Strategic marketing, segmentation, targeting, positioning, product, promotion, price and place.
CO2	Describe concepts delivered at the remembrance level and their relationship to marketing decision making process.
CO3	Apply learnings and concepts in real life scenarios with the help of short cases and application exercises.
CO4	Examine real life marketing problems and opportunities encountered by marketing managers using data and facts relevant to making effective marketing decisions.
CO5	Assess the impact of their decisions made in implementation context and their implications on meeting the long term and short-term objectives of the firm.
CO6	Generate innovative ideas in the domain of product, promotion, price and place as relevant in the context of strategic marketing environment.

**BL – Bloom’s Taxonomy:** (L1- Remember, L2 - Understand, L3 – Apply, L4-Analyse, L5-Evaluate, L6-Create)

**PART A**

(Answer ALL questions. Each question carries 2 marks)

Q No.	Questions	Marks	BL	CO
1	Identify two instances in which a seller may use market skimming strategy.	2	2	1
2	Specify the factors influencing channel decisions.	2	1	2
3	Distinguish between Marketing and Selling.	2	2	1
4	Identify an Indian brand that could find ready acceptance by ‘green consumers’ globally. Justify.	2	3	3
5	Give an example for disruptive marketing and discuss in what way it is disruptive to the existing market.	2	3	3

(5X2=10 marks)

**PART B***(Answer ANY FIVE Questions. Each question carries 4 marks)*

Q. No.	Questions	Marks	BL	CO
6	Describe the various types of vertical marketing systems.	4	2	1
7	You decide to float a tourism company in Kerala. The firm targets senior citizens who are mentally, physically and financially fit to travel. Examine the macro environmental factors influencing this business.	4	4	4
8	'Personal selling turns suspects into prospects and prospects into customers.' Comment.	4	3	2
9	Outline how your favourite mobile handset brand has used brand positioning for gaining competitive advantage.	4	3	3
10	Choose a product of your favourable brand you. Suggest ways in which its life can be extended beyond the maturity stage.	4	4	4
11	Your company has developed a new weight loss drink which was tested successfully in the market. The cost of manufacturing this drink is relatively low. Choose a pricing strategy to capture market share.	4	4	4
12	Differentiate product line, product breadth and depth. Diagrammatically represent the same for a brand of your choice.	4	4	4

**(5X4=20 marks)****PART C***(Answer ANY TWO questions. Each question carries 10 marks)*

Q. No.	Questions	Marks	BL	CO
13	You are the country head of a video conference company (Vroom) that owns the video communication platform Vroom. With sales declining for such platforms, you have been asked to rejuvenate the brand with a new marketing mix. Illustrate your plan of action.	10	4	5
14	Shreya is planning to launch a premium apparel outlet. She has sought your guidance on segmentation strategies as a marketing consultant. Recommend a good segmentation plan for her company and explain why it is better than the other strategies.	10	4	5
15	Rita is the product manager with <i>Excite India</i> – a video gaming company. She is in charge of			

a new basketball computer game with revolutionary features. She wants to drive word-of-mouth about the game among 16–21 year old urban males. Her marketing agency created gaming experience centers outside basketball courts in target cities where it designed branded ‘chill out zones’ with comfy couches, large surround-sound plasma screens, gaming consoles, and fridges containing free soft drinks (branded with the video game imagery). The participants were asked to provide their contact data upon entering the chill out zone, prior to playing the video game. High scorers (around 40 per cent of participants) were offered free business cards with their own contact details printed on them. Each high-scorer was bestowed a special status as a ‘team member’ of Excite India’s ‘preview team’. This was a big incentive because the target audience used the business cards when socializing and giving their phone number out to their peers. Every time they gave a business card to someone, they were likely to mention the video game and their involvement with it. When *Excite India* wanted to test new launches, they invited the ‘preview team members’ to exclusive video gaming preview sessions and gave out demo versions of the games. Thus, Rita was successful in positioning the brand as the basketball video game with the best street credentials amongst a media-savvy young target audience, who would have been less likely to respond to traditional channels.

a) Critically evaluate promotion strategies adopted by Excite India for promoting its basketball video game.	4	5	5
b) Suggest other innovative promotion strategies for reaching out to this target segment.	6	6	6

(2x10=20 marks)

L1 – 3%, L2- 12%, L3 - 18%, L4- 53%, L5-5%, L6-9%

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