

Reg. No. _____ Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
SECOND TRIMESTER MBA DEGREE EXAMINATION FEB 2019

MBA 23 MARKETING MANAGEMENT I

Max. Marks: 60

Duration: 3 Hours

Part A

Answer all questions. Each question carries 2 Marks

1. Write short note on "marketing" concept.
2. Distinguish consumer needs and wants.
3. List down rational product buying motives.
4. Mention two marketing situations where penetration pricing can be implemented.
5. Write short note on Labeling.

(5x2 marks = 10 marks)

Part B

Answer any 3 questions. Each question carries 10 marks

6. "Micro and macro environments have a significant impact on the success of marketing campaigns". Elucidate this argument with examples.
7. "The actual purchase is just one step, but the consumer buying is a multi step process". Explain the stages involved in buying decision process.
8. "An effective brand strategy gives you a major edge in increasingly competitive markets". But what exactly does "branding" mean? Explain with examples
9. Why is it important for a marketer to study about Product Life Cycle? How can you make a cross analysis of sales and profit in different stages of product life cycle?
10. "Pricing is the most important decision a marketer can make". Substantiate this statement by explaining the different pricing strategies.

(3x10 marks = 30 marks)

Part C

Compulsory question, the question carries 20 marks

11. A company is planning to launch an ayurvedic based health drink for enhancing memory. This health drink is in liquid form which can be added with milk or water while consuming. The company had conducted studies and published research reports substantiating their claim that the drink will induce memory power. Help the company by giving a detailed blueprint of segmentation, targeting and positioning strategies they need to follow.

(20 marks)
