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VELALAR COLLEGE OF ENGINEERING AND TECHNOLOGY
(An Autonomous Institution, Affiliated to Anna University, Chennai)

Semester Examinations – April / May 2017 Regulations-2016

Programme: MBA Semester: 2 Max. Marks: 100 Duration 3 Hrs

Course Code & Title: **16MST23** **MARKETING MANAGEMENT**

Knowledge	K1 - Remembering	K3 - Applying	K5 – Evaluating
Levels (KL)	K2 - Understanding	K4 – Analyzing	K6 – Creating

Part A - Answer ALL Questions. 10 x 2 = 20 Marks

No.	Question	KL
1.	Define Marketing.	K1
2.	Indicate the 5 Types of market with a suitable diagram.	K2
3.	Interpret the term Marketing Strategy Formulations.	K3
4.	Summarize the meaning of Competitor Analysis.	K2
5.	Specify the meaning of Product Planning and Development.	K1
6.	Examine the term Targeting.	K3
7.	State the meaning of Individual Buyer Behavior.	K1
8.	Determine the ways of retaining customers.	K3
9.	Describe the term Internet Marketing.	K2
10.	Label the term Interactive Marketing.	K1

Part B - Answer ALL Questions. 5 x 13 = 65 Marks

No	Question	Marks	KL
11.	a i. Examine the evolution of Marketing in detail.	8	K1
	ii. Specify the various Functions of Marketing.	5	K1

OR

	b i. Explain the role of marketing in global environment.	7	K2
	ii. Discuss the prospects and challenges of marketing in global environment.	6	K2
12.	a i. Examine the 8P's of Marketing Mix in detail.	8	K1
	ii. List the key drivers of marketing strategies.	5	K1

OR

	b i. Explain the marketing process in detail.	8	K3
	ii. Illustrate the consumer marketing and services marketing with suitable diagram.	5	K3

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| 13. | a | i. | Summarize the product life cycle with a neat diagram. | 7 | K2 |
| | | ii. | Describe the new product development in detail. | 6 | K2 |
| OR | | | | | |
| | b | i. | Explain the advertising and sales promotion in detail. | 7 | K3 |
| | | ii. | Examine the pricing methods in detail. | 6 | K3 |
| 14. | a | i. | Analyze the various factors influencing the individual buying behaviour. | 8 | K4 |
| | | ii. | Classify the buyer models in marketing. | 5 | K4 |
| OR | | | | | |
| | b | i. | Building and Measuring the Customer Satisfaction is important for an organization. Justify. | 8 | K2 |
| | | ii. | Validate the importance of customer relationship management with suitable examples. | 5 | K5 |
| 15. | a | i. | Explain the marketing environment in detail. | 7 | K4 |
| | | ii. | Infer the term customer driven organizations. | 6 | K4 |
| OR | | | | | |
| | b | i. | Marketing ethics play a key role in the success of a business. Validate. | 7 | K6 |
| | | ii. | Construct the emerging trends in marketing. | 6 | K6 |

Part-C

1 x 15 = 15 Marks

16 Case Study (Compulsory)

Navin Mehta, a young chemical engineer, developed a new detergent during his M.Tech. course. Upon passing out, he invested a small capital to manufacturing and selling the detergent under the brand name Nippo. Coming from a middle - class family, Mehta decided to price his detergent much lower than the other detergents available in the market at that time. His pricing strategy paid rich dividends and Nippo became an instant success. Using his newly acquired financial strength, Navin developed a premium quality bathing soap with unique colour and perfume. Although the cost price of this soap was high. Navin priced it substantially lower, maintaining a low profit margin, to be a comfortable product in the market.

Questions:

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|----|---|----|
| 1. | Do you feel Mr.Navin adopted a right pricing strategy for his detergent brand Nippo? Justify your answer. | K5 |
| 2. | Whether Mr.Navin committed a pricing mistake in the case of the bathing so Analyse. | K4 |
