

Roll No.

Total No. of Pages : 02

Total No. of Questions : 17

MBA/MBA(IB) (Sem.-2)
MARKETING MANAGEMENT

Subject Code : MBA-203-18

M.Code : 76155

Date of Examination : 19-07-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A** contains **EIGHT** questions carrying **TWO** marks each and students has to attempt **ALL** questions.
2. **SECTION-B** consists of **FOUR** Subsections : Units-I, II, III & IV. Each Subsection contains **TWO** questions each carrying **EIGHT** marks each and student has to attempt any **ONE** question from each Subsection.
3. **SECTION-C** is **COMPULSORY** and consist of **ONE** Case Study carrying **TWELVE** marks.

SECTION-A

Answer briefly :

1. What is advertising?
2. What is marketing mix?
3. Write any two channels of distribution.
4. State any two objectives of advertisement.
5. Explain Bottom of the Pyramid Strategy.
6. Differentiate between green marketing and event marketing.
7. Define brand value.
8. Define public relations.

SECTION-B

UNIT-I

9. What is marketing environment? Explain micro and macro environment.
10. Why is it important to study consumer behaviour? Identify factors influencing consumer buying behavior.

UNIT-II

- 11 Explain in detail the 7Ps framework in service marketing.
12. Write notes on :
 - a) Branding
 - b) Product Mix.

UNIT-III

13. Explain salient features of Customer relationship management and global marketing with illustrations.
14. Discuss the different types of channels in supply chain management. Explain what is meant by channel design and channel management.

UNIT-IV

15. Who are Bottom of Pyramid consumers in today's era? What are their needs, wants and demands?
16. Discuss consumption and marketing practices in Bottom of Pyramid context.

SECTION-C

17. Pasteurized Milk Ultra High Temperature (UHT) treated pasteurized milk is being sold in tetra packs and these packs have a shelf-life of three months without refrigeration. The Tetra Brick Aseptic (TBA) with 4.5-litre content costs around 20-24 per litre. Tetra Find Aseptic (TFA) packs which preserve milk for 45 days could cost about 40% lower than TBA packs. Vijaya uses TFA and the price per litre is 19 in spite of the advantage of these kinds of tetra packs, consumer in India have been used to boil milk for generation and may not appreciate the fact that pasteurized milk need not be boiled (even the pouches which are pasteurized milk and refrigerated). Secondly, there is also the taste factor associated with boiling. Tetra packed milk was introduced as early as 1980 by the manufacturers of Amul (GCMMF) but the product didn't catch up. But changing life styles and poor costs (required for refrigeration) may encourage consumer to try this product under the present-day context. Tetra pack India is attempting to create awareness about the benefits of tetra pack milk. The Annual production of milk around 72 billion litres per annum and out of this only about 12 % is packaged.

Questions :

- a. How would you use consumer behaviour principles to formulate a communication plan for tetra packed milk?
- b. Suggest any other suitable strategy for marketing the product.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.