

Roll No.

Total No. of Pages : 03

Total No. of Questions : 10

MBA (Sem-2)
MARKETING MANAGEMENT

Subject Code : MBA203/21

M.Code : 92176

Date of Examination : 08-05-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students have 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

1. Answer briefly :

- a) What are the earlier marketing ideas?
- b) What do you understand by the marketing concept?
- c) How to identify the target audience?
- d) Define advertising.
- e) Role of personal selling.
- f) What is Brand Value?
- g) Define the Rural Marketing
- h) How retailing is different from wholesaling?

SECTION-B

UNIT-I

2. Describe the buying process. What are the factors affecting the consumer buying behaviour?

3. What is marketing management and how it is different from selling? Elaborate in details the marketing mix with an example.

UNIT-II

4. How do you enumerate the marketing strategies for different stages of product life cycle?
5. What are the factors responsible for segmentation? Describe the factors affecting the targeting and positioning for market growth.

UNIT-III

6. What is pricing? What are the methods for pricing and how these are affected by different factors?
7. What are different elements of promotion mix? Discuss the role of each element.

UNIT-IV

8. Describe the digital marketing. What are the strategies for digital marketing?
9. Critically comments on Event marketing, Network marketing, Buzz marketing and Social marketing.

SECTION-C

10. **Case Study :**

For many years McDonald's enjoyed worldwide success build on a few well-known highly standard conditions. The company with the golden arches served a simple menu hamburgers, French fries, and milk-shakes or soft drinks. The food was priced low, its quality was consistent, and it was served speedily from establishments that all looked alike and were extremely clean. In recent years, however, McDonalds has seen its growth rate slow down and its dominant market position slip. Why? The changes that have been occurring in the company's external environment. Let's start with the population scene. For many years McDonald's main customer group was young couples with several kids. Today, people are marrying at a much later age and families have fewer children. So, McDonald's traditional customer bases are eroding. Then there are the cultural changes. Also, consumers have become more health conscious. Let's face it burgers, fries and shakes (foundation of McDonald's success are not exactly at the top of the dietician's menu recommendations today). Consumers want convenience. In the past, they hopped in the care and drove to McDonald's. Today they can pop something into the microwave oven or phone Domino's to have a pizza delivered : Another challenge came as consumers became more concerned about their physical environment. McDonald's polystyrene hamburger packaging was attacked by people who demand the use of

recycled and/or biodegradable products. Paralleling all these challenges were the growing number and effectiveness of competitors.

Questions :

- a) What should be the course of action to regain its dominant market position and to tackle competition?
- b) List out and discuss, the major environmental changes being faced by McDonald's.

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