



PG – 117

II Semester M.B.A. (Day) Degree Examination, June/July 2012
(2007-08 Scheme)

MANAGEMENT

Paper – 2.5 : Marketing Management

Time : 3 Hours

Max. Marks : 75

SECTION – A

1. Answer any six of the following :

(6×2=12)

- a) Define BCG matrix.
- b) What do you mean by segment by segment innovation plan ?
- c) What do you mean by ghost marketing efforts ?
- d) Define value.
- e) What do you mean by brand equity ?
- f) Define integrated marketing.
- g) What are the barriers for market entry ?
- h) What do you mean by notional value of a product ?

SECTION – B

Answer any three of the following :

(3×8=24)

2. What are the essential features of good market segmentation ?
3. Brand creation is a process of creating positive product personality. Elucidate.
4. Explain various challenges faced by the modern day marketing managers in customer retention and management.
5. Describe the process of creating positioning for a FMCG product of your choice.
6. Explain various trends observed in the customer buying patterns as an influence of access to global brands in the market.

P.T.O.



SECTION - C

Answer any two questions :

(2×12=24)

7. Explain various challenges faced by the marketers in the light of market fragmentation. What are the measures adopted by the modern day business centers to penetrating into fragmented markets ?
8. Explain the importance of understanding consumer behaviour in developing strategic marketing plan. Understanding consumer behaviour in global market is highly complex. Elucidate.
9. Advertising in the real time is deterring the social cultural value systems than creating customer value. Explain this in the light of suitable examples.

SECTION - D

Compulsory questions :

(1×15=15)

10. Assuming yourself as the development manager of a consortium formulated by the government for the development of SHG's you are required to develop necessary strategies for the consortium that can help them to create market for their products at the domestic as well as at the international markets. You are also required to develop a brand, justifying your claim how such branding strategies would facilitate the SHG's in competing against the existing brands, and provide for business resurgence to such SHG's.

Note : You are also required to provide a descriptive note on the nature of research you do before formulating such strategies.