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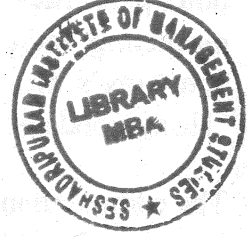
I Semester M.B.A. Degree Examination, June/July - 2023

MANAGEMENT

Marketing Management

Paper : 1.6

(CBCS Scheme)

Time : 3 Hours   Maximum Marks : 70

SECTION - A

Answer any **FIVE** out of the following questions. Each question carries 5 marks. (5×5=25)

1. What is situation analysis, and why is it essential for identifying market opportunities?

2. Explain the importance of marketing channels and distribution strategy. How do companies manage their channels effectively?

3. Define business buying. How does it differ from consumer buying?

4. What is sales forecasting? Explain its importance in sales management.

5. Explain the process of CRM cycle with example.

6. Discuss some of the key social media tools that companies use for digital marketing.

7. Explain the concept of mobile marketing.

SECTION - B

Answer any **THREE** out of the following questions. Each question carries 10 marks.

(10×3=30)

8. Explain the importance of analyzing the marketing environment. Discuss the micro and macro factors that impact marketing.

9. Explain the components of the marketing mix. How do they differ for products and services?

10. What is a marketing information system? Enumerate its importance to companies in sales management.

11. How can companies identify and understand their current customer base? What role does data mining play in this process?

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SECTION - C

12. **CASE STUDY (Compulsory Question)** (1×15=15)

Airbnb is an online platform that allows people to rent out their homes, apartments, or other properties to travelers. The company's marketing strategy focuses heavily on digital marketing, including social media, email marketing, and content marketing. One of the company's most successful marketing campaigns was a series of short films called "Hollywood and Vines", which were created entirely from user-generated content.

The campaign involved inviting Airbnb users to submit short video clips that captured the essence of travel, and then using those clips to create a series of 6-second films that were stitched together in real-time. The films were shot in locations all around the world and were designed to showcase the diversity and beauty of travel.

Questions:

a) How did Airbnb use user-generated content in its "Hollywood and Vines" campaign, and what impact did it have on the campaign's success?

b) How did Airbnb use social media to engage with customers and promote its products, and what were some of the challenges the company faced in doing so?

c) What are some key lessons that other companies can learn from Airbnb's digital marketing strategy?