



**I Semester M.B.A. Examination, June/July 2024
(CBCS) (Repeaters) (2014-15 and Onwards)
MANAGEMENT**

Paper – 1.5 : Marketing for Customer Value

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** from the following questions. **Each** question carries **five** marks : **(5×5=25)**

1. What is marketing management ? What are the tasks of marketing management ?
2. Define sales promotion. Discuss the tools of sales promotion.
3. What are the 5 Ms of advertising ?
4. Explain with illustration the BCG matrix.
5. Discuss the strategies used by a market leader in order to maintain market leadership.
6. Differentiate between consumer markets and business markets.
7. What is branding ? What is meant by brand loyalty and brand equity ?

SECTION – B

Answer **three** questions from the following. **Each** question carries **ten** marks : **(3×10=30)**

8. Briefly discuss with illustrations the product life cycle. Also explain the product development process.
9. What is meant by segmentation ? Why is it important for marketers ? What are the different types of segmentation possible in the Indian market ?
10. Discuss the micro and macro environment that a marketer faces in India in detail.
11. What is meant by marketing channels ? How are they designed ? What are the reasons for channel conflicts ?



SECTION - C

12. Compulsory case study.

(1×15=15)

Alpha Company has manufactured a chapathi making machine. As head of marketing you are expected to do the following :

- a) Name the product, explain packaging and labelling segment target and position the market.
- b) Design a marketing program for the whole of India.
- c) Plan a communication campaign advertising, sales promotion personal selling and publicity.

Your answer should not be general in nature. Specifically target the product sales to the Indian consumer.