



AAP-010-003202

Seat No. _____

M.B.A. (CBCS) (Sem. II) Examination

April / May – 2016

Marketing Management (CCT-10202)

Faculty Code : 010

Subject Code : 003202

Time : 3 Hours]

[Total Marks : 70

Instruction : All questions carry equal marks.

1 Explain following terms : : (any seven) **14**

- (1) Meta marketing
- (2) Point of parity
- (3) Zero level channel
- (4) Marketing stimuli
- (5) Sub-cultures
- (6) SEO
- (7) Dissociative group
- (8) Marked-up pricing
- (9) Brand equity.

- 2** (a) Describe the term marketing and explain its importance.
(b) Write a note on Holistic marketing.

OR

- 2** (a) Discuss various steps involved in new product development process.
(b) What is branding ? What are the reasons for branding ?

- 3 Being a marketing manager what steps will you take to promote and position your newly launched apple fruit juice ?

OR

- 3 What are the types of advertising media ? Describe factors to be considered in choosing media and give benefits and limitations of each with example.
- 4 (a) Differentiate Selling and Marketing.
(b) Describe four levels of micro-marketing.

OR

- 4 (a) Describe levels of segmentation with example.
(b) Describe rural marketing and characterize rural consumers.

- 5 Read the following case and give your suggestion on the situation.

Sachin and Virag are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms.

Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virag fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotel in Bangalore. Further, the hotel placed orders for supply of 20 kgs every day.

Now mushroom industry is run by small entrepreneurs, like Sachin and Virag. Another big player M/s Ashtavinayak Mushrooms, equipped with cold storage facility was interested in the export market.

Sachin and Virag have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food.

Questions :

- (1) How will you advise Sachin and Virag, as how to increase the consumer awareness about this new food ?
- (2) What would be your suggestions for distribution channel for mushrooms ?