



25MBPC513

MANGALORE INSTITUTE OF TECHNOLOGY & ENGINEERING

(A unit of Rajalaxmi Education Trust ®, Mangalore)

Autonomous Institute Affiliated to V.T.U., Belagavi, Approved by AICTE, New Delhi

Accredited by NAAC with A+ Grade & ISO 9001:2015 Certified Institution

Model Question Paper

Second Semester MBA Degree Examination

Marketing Management

Time: 3 Hours

Max. Marks: 100

Note: 1. Answer any FOUR full questions from Q1 to Q7.

2. Question No. 8 is compulsory.

3. M: Marks, L: RBT (Revised Bloom's Taxonomy) level, C: Course outcomes.

			M	L	C
Q1	a.	Explain the Societal Marketing concept, with a suitable example demonstrating the balance between company profits and societal well-being.	03	L2	CO1
	b.	A college student walking on campus on a hot summer day starts feeling thirsty. Apply the concepts of need, want and demand in marketing to this situation.	07	L3	CO1
	c.	Ola launched Electric Bike Roadstar on 15 th August. How the concept of macro-environment factors analysis has been applied by Mr. Bhavish Aggarwal for this Ola E-Bike?	10	L3	CO3
Q2	a.	Compare Marketing with Selling and mention a minimum of six differences.	03	L2	CO1
	b.	Mr Ravi works as a business analyst at Genpact in Bengaluru. He plans to present a new smartphone as a Raksha Bandhan gift to his elder sister, for a price of approx. Rs 25000/-. Apply the steps Mr Ravi can take to buy a new Smartphone.	07	L3	CO3
	c.	You are the Marketing Manager for Maruti Suzuki Automobile, a pan-India operation. The company plans to launch a new electric SUV. The electric vehicle market is becoming competitive as many players have entered the market and all want to gain good market share. As a Marketing Manager apply the segmentation and targeting concept to develop a new marketing strategy for the new E-SUV Vehicle.	10	L3	CO5
Q3	a.	Outline the goods and services continuum with suitable examples.	03	L2	CO1
	b.	Identify the characteristics of various product levels by taking the example of Hotel accommodation.	07	L3	CO2
	c.	A premium smartphone company is launching a new flagship model incorporating cutting-edge technology and superior features. The company wants to maximize its profits in the initial stages of the product launch. How the company can apply a customer based pricing strategy, in the context of the competitive landscape in the premium smartphone market?	10	L3	CO2

Q4	a.	Make use of the concept of brand equity to a well-known brand of fairness cream.	03	L3	CO2
	b.	Explain how a market-oriented concept is superior to a selling-oriented concept in the present competitive business environment.	07	L2	CO1
	c.	Compare Vertical Marketing System (VMS) and a conventional marketing channel. Provide examples to illustrate how each system operates, and discuss the potential Pros and Cons of using a VMS over a conventional marketing channel.	10	L3	CO3
Q5	a.	Explain the criteria that a company should consider while selecting a target market segment.	03	L2	CO1
	b.	Apply the AIDA model on a new product launch to improve customer engagement in a marketing campaign. Provide examples to support your analysis.	07	L3	CO2
	c.	Apply your understanding of social media advertising and explain its advantages in targeting specific audiences compared to traditional advertising methods. What key factors contribute to the effectiveness of social media advertising?	10	L3	CO4
Q6	a.	Explain two key psychological factors that influence consumer behaviour, and, how they impact purchasing decisions?	03	L2	CO1
	b.	Identify the effectiveness of various market segmentation strategies in reaching diverse consumer groups. How can a company determine the most appropriate segmentation approach for its target market?	07	L3	CO5
	c.	Using toothpaste as an example, compare the roles of advertising and sales promotion. How do these differences impact the toothpaste brand's strategic goals and consumer perceptions?	10	L3	CO3
Q7	a.	Explain the role of packaging in marketing which can influence consumer perception and drive sales.	03	L2	CO1
	b.	Identify the differences between push and pull strategies in channel structures. How would each strategy impact the distribution of a Industrial product compared to a consumer market product?	07	L3	CO2
	c.	Analyze the key steps involved in developing an effective market positioning strategy for Cadbury's. How can Cadbury's ensure that its positioning differentiates it from competitors while resonating with the target market?	10	L3	CO3
Q.8		<p style="text-align: center;"><u>CASE STUDY (Compulsory)</u></p> <p>ABC Electronics, a leading consumer electronics company, has been successful in the market for over two decades. Their product portfolio includes smartphones, laptops, and home appliances. The company is renowned for its innovative products and has a loyal customer base.</p> <p>Recently, ABC Electronics launched a new smartphone model, the "ABC Xtreme," which quickly gained popularity due to its advanced features and competitive pricing. As the product entered the growth stage of the product life cycle, the company noticed an increase in sales and market share. However, competition started to intensify, with rival companies launching similar products.</p> <p>To maintain its competitive edge, ABC Electronics decided to implement a product mix strategy. The company introduced different variants of the ABC Xtreme, including a budget-friendly version, a premium version with</p>			

	<p>enhanced features, and a limited edition model with exclusive designs. They also offered complementary products, such as protective cases, wireless chargers, and earbuds, to create a more comprehensive product line. As ABC Xtreme approached the maturity stage of its product life cycle, the company faced challenges in sustaining sales growth. The market became saturated, and customer interest began to wane. Competitors started offering similar products at lower prices, further eroding ABC Electronics' market share.</p> <p>Questions:</p> <p>a. Apply the concept of Product development and market development strategy to recover from this situation.</p> <p>b. Apply the strategies to address the challenges faced during the maturity stage of the ABC Xtreme product.</p>			
		10	L3	CO3
		10	L3	CO3