MB-110

Sl.No. : **Total No. of Pages : 2**

Second Semester M.B.A. Degree Examination, June - 2023
(Non CBCS) (SLM Scheme)
MANAGEMENT
Marketing Management

Time : 3 Hours **Max. Marks : 80**

SECTION - A

1) **Answer any five sub-questions. Each sub question carries three marks :** **[5 × 3 = 15]**

a) Define marketing.

b) Mention the function of marketing.

c) What do you mean by STP in marketing?

d) Write a note on marketing mix.

e) What is branding?

f) What do you mean by guerrilla marketing?

g) State the meaning of green marketing.

SECTION - B

Answer any four questions. Each question carries five marks : **[4 × 5 = 20]**

2) What are the functions of marketing?

3) Briefly explain the factors affecting market segmentation.

4) Explain the components of product line.

5) Discuss briefly the indirect channels of distribution.

6) What are the emerging trends in marketing?

7) Briefly explain the pricing techniques.

SECTION - C

Answer any three questions. Each question carries ten marks : [3 × 10 = 30]

8) Describe the modern concepts of marketing management.

9) Explain in detail the consumer decision making process.

10) Explain the process of new product development.

11) Distinguish between advertising and personal selling.

12) Discuss the ethical and legal aspects of marketing.

SECTION - D

13) **Case (Compulsory) : [1 × 15 = 15]**

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 more 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 :

a) How will you advise Sachin and Virag, as how to increase the consumer awareness about this new food?

b) What would be your suggestions for distribution channel for mushrooms?

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