MBHC-2.3

Sl. No.

II Semester M.B.A. Degree Examination, December - 2023
MANAGEMENT
Marketing Management
(CBCS Scheme)

Time : 3 Hours **Maximum Marks : 80**

SECTION - A

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

1. What is marketing management? Explain the scope of marketing management.

2. Explain the macro environment factors affecting marketing firm.

3. Explain the elements of marketing mix.

4. Discuss the bases of market segmentation.

5. List out the various objectives of advertising.

6. What is market research? State the objectives of market research.

7. Explain the 4p's of marketing.

SECTION - B

Answer any **FOUR** questions.Each question carries **TEN** marks. **(4×10=40)**

8. Explain the modern methods of marketing management.

9. Discuss the steps involved in marketing planning process.

10. Examine the stages of product life cycle.

11. Briefly explain the steps involved in new product development.

12. Explain the recent trends in marketing.

13. Critically elaborate the factors influencing consumer buying decision process.

|P.T.O.

SECTION - C

Case Study (Compulsory). **(1×15=15)**

14. In September 2014, the US-based search engine giant, Google Inc. (Google), launched the Android one program. Under the program, Google partnered with mobile handset manufacturers to bring out affordable high-quality smartphones in emerging markets. In India, Google partnered with India-based mobile handset manufactures, Micromax Mobiles, Karbonn Mobiles and Spice Digital, to come out with android One phones....

The launch of the Android One initiative by Google, under which the company partnered with mobile handset makers to bring out low priced, smartphones was targeted at emerging markets like India. By the time Android One was launched, the Indian market was flooded with low priced smartphones from Motorola and Chinese manufacturer Xiaomi, who sold their handsets exclusively online through retailers like Flipkart ant Snapdeal. The Android One partners in India Micromax Mobile, Karbonn Mobiles, and spice Digital, also launched the phones through online retailers. But even after two months the sales were not as expected. Then the handset makers started to sell the handsets through conventional retailers. However, several retailers were not in favor of selling the phones showing their displeasure over the launch of phones exclusively online.

Thus, the Android one phones in India were caught in a channel conflict, between the traditional retailers and online retailers.

Questions:

a) What do you think of Google's strategy of launching the Android One phones only online?

b) How can Android one compete against formidable competitors like Motorola and Xiaomi?

c) What should Google's next course of action be?

———————————