MBHC-2.3

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

II Semester M.B.A. Degree Examination, May/June - 2023
(CBCS, SLM Scheme)
MANAGEMENT
Marketing Management

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

SECTION - A

Answer any five questions. Each question carries five marks. **[5×5=25]**

Q1) Briefly explain the Importance of Marketing.

Q2) Write a note on ethical and legal issues in marketing.

Q3) Briefly explain the role of digitalization in marketing.

Q4) Write a note on marketing mix.

Q5) List out the essential of good branding.

Q6) State the importance of packaging in marketing.

Q7) What are the factors affecting market segmentation?

SECTION - B

Answer any four questions. Each question carries ten marks. **[4×10=40]**

Q8) Discuss the nature and scope of marketing management.

Q9) What is marketing planning? Explain the steps involved in marketing planning process.

Q10) Explain the factors affecting consumer buying behavior.

Q11) What is New product development? Discuss the stages of New product development.

Q12) Define product Life Cycle. Explain the stages of Product Life Cycle.

Q13) Critically evaluate the issues and challenges of marketing.

SECTION - C

Q14) 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 his new food?

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

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