

Total No. of Printed Pages : 2

Total No. of Questions : 10



MBAH 452

Sl.No. :

0440

II Semester M.B.A. Degree Examination, May 2018

BUSINESS ADMINISTRATION

Marketing Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answer questions in all sections.

**SECTION - A**  
**(Compulsory)**

Sri Dharmasthala Manjunatheshwara  
College of Business Management, Mangalore  
Post Graduate Centre for Management  
Studies and Research Library

Note : Answer to the question should not exceed six pages.

Q1) Discuss the evolution of marketing philosophies from production concept to Holistic marketing concept. Also explain the components of Holistic Marketing. (1 × 15 = 15)

**SECTION - B**

Note : Answer any five of the following questions. Each question carries eight marks.  
Answer to each question should not exceed six pages. (5 × 8 = 40)

Q2) Explain with example the components of product mix.

Q3) What is behavioural based segmentation? Give example.

Q4) Explain cultural influence on consumer buying decision.

Q5) Explain the marketing strategies during maturity stage of PLC.

Q6) What are the challenges and issues of new product pricing in marketing? Explain.

Q7) Explain the structure of rural Markets in India.

Q8) Analyse the ethical dilemma in Marketing Management.

Q9) What are the factors which determine the promotion mix of a company? Explain.

MU-290

P.T.O.

SECTION - C  
(Compulsory)

Note : Answer to the question should not exceed six pages.

(1 × 15 = 15)

**Q10)** The President of Maxwell Corporation is considering whether the company should set up its own distribution system or whether it should outsource the entire distribution and logistics function to third party service provider. The company has set up a manufacturing plant at Vizag where wide range of orthopaedic equipment's viz., crutches, wheel chairs, walkers, back braces, heating pads, elastic bandages, canes, knee braces, shoulder braces and so forth are manufactured. Presently the finished goods is located at Vizag itself and the products are sent to all major towns in India as a point-to-point dispatch. The company is supplying these equipments directly to retail stores at all these locations. Marketing activity is headed by General Manager Marketing based at Vishakhapatnam who is supported by a sales team comprising of Sales Officers.

The company is not restoring to advertisements and publicity though the products of the company are fairly well known. But, it is felt that all the customer's quick response to their orders as the products are catered to emergency patients. But, these retail outlets carry only very limited inventories.

This is due to the fact that most of the products come in a variety of styles, shapes and sizes and the requirements is more customers driven and keeping even a moderate inventory of all Changing the distribution channel from the present numerous retail outlet systems to a more efficient system. Outsourcing the entire distribution and logistics to a third party wherein the entire activity of transportation and distribution till the ultimate retail outlet will be taken care of by this service provider so that the company can focus more on activities related to marketing and sales. Types is economically not viable and leads to development of dead stocks in the long run. The company is looking at various options which include:

- Setting up of hub and spoke of a distribution network wherein it proposes to set up a stock point or mother warehouse in each zone, viz., East, West, North and south and respective retail which are to be fed from the mother warehouse located in that zone.
- Setting up of a central warehouse anywhere in Central India and feeding retail outlets from this location.

Explain the strengths weaknesses of the channel of distribution. Also explain the alternative channel that may be employed.

❖❖❖❖❖