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MBAH 452

Second Semester M.B.A. Degree Examination, October/November 2022
(Regular and Repeater)
BUSINESS ADMINISTRATION
Marketing Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answer all Sections.

SECTION – A
(Compulsory)

Note : Answer to the question should **not** exceed **six** pages. **(1×15=15)**

1. Explain the impact of globalisation, technology and social responsibility on marketing.

SECTION – B

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

2. Define market segmentation and explain the STP process.
3. Briefly explain the main stages associated with the new product development process, with illustrations.
4. Explain different pricing strategies suitable at various marketing situations.
5. What does constitute marketing communications mix ? Explain the key role of marketing communications.
6. Write a short note on :
 - a) Content marketing
 - b) Google Ad words
 - c) You Tube marketing
7. Explain the process of consumer buying behaviour.
8. A small manufacturer of fishing lures is faced with the problem of selecting its channel of distribution. What reasonable alternatives does he has ? Explain the steps involved in channel design by a company.

P.T.O.



SECTION – C
(Compulsory)

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

(1×15=15)

9. Case Study :

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 :

How will you advise Sachin and Virag, as how to increase the consumer awareness ?

- a) About this new food.
- b) What would be your suggestions for distribution channel for mushrooms ?