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**MBAH 452**

**Second Semester M.B.A. Degree Examination, November 2023**  
**BUSINESS ADMINISTRATION**  
**Marketing Management**

Time : 3 Hours

Max. Marks : 70

**SECTION – A**  
**(Compulsory)**

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

**(1×15=15)**

1. "You can eliminate middlemen, but you cannot eliminate essential distribution activities." Discuss how this statement is supported or refuted by vertical marketing system.

**SECTION – B**

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

Answer **any five** of the following questions. **Each** question carries **eight** marks.

Answer to the question should **not** exceed **five** pages.

**(5×8=40)**

2. Explain the marketing philosophies that have evolved after the advent of modern factory system.
3. Explain the consumer product acquisition process.
4. What is meant by marketing mix ? How marketing mix influences the organisation's growth ?
5. Does branding provide competitive advantage ? Explain.
6. Explain the steps involved in channel design by a company.
7. Is pricing a lethal weapon in the marketer's armoury ? Elaborate.
8. Distinguish between inbound and outbound marketing.

P.T.O.



SECTION – C  
(Compulsory)

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

(1×15=15)

9. Kothari Mouth Fresheners Ltd., (KMFL) has been a major player in the national as well as international market. The company is known for its quality mouth fresheners. Their tobacco-based product by the brand name, 'Khushboo' is very popular and enjoyed 60% share of the market for the last 5 years. Recently they have introduced a non-tobacco mouth freshener by the name 'Sugandha', this is being received well, especially by the youth population segment. Very recently, the Government as well as non-governmental agencies have launched an advertising campaign, asking the people to quit smoking and give up tobacco consumption.

Mr. Sharma has recently taken over this company as Chief Executive (CMD). The company is, at present, facing two problems :

- a) Fear of drop in sales of tobacco-based 'Khushboo'.
- b) People's growing belief that even 'Sugandha' contains some tobacco.

**Questions :**

- a) Suggest strategies to alive the company on the following aspects :
  - i) Product positioning for 'Sugandha' and 'Khushboo'.
  - ii) Customer education and awareness building.
- b) Would you hire some management consultant if you were the CMD of this company ? If Yes why ? If No why ?