

Second Semester MBA Degree Examination, Nov/Dec 2024

BUSINESS ADMINISTRATION

Marketing Management

Time: 3 hours

Max. Marks: 70

SECTION –A
(Compulsory)

Answer to the question should not exceed 6 pages (1x15=15)

1. Marketing has evolved significantly over time, influenced by globalization, technological advancements, and changing consumer behaviors. Discuss the evolution of marketing from traditional approaches to contemporary practices in the digital age.

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SECTION B

Answer any five questions. Each question carries 8 marks. Answer to each question should not exceed 5 pages. (8x5=40)

2. Explain the concept of market segmentation and its significance in marketing strategy.
3. Explain the significance of Moments of Truth and Zero Moment of Truth (ZMOT) in shaping consumer perceptions and purchase decisions.
4. Outline appropriate marketing strategies that companies can employ across each stage of the PLC to maximize product profitability and market share.
5. Explain the concept of Customer Value Hierarchy and its significance in product development and marketing strategy.
6. Discuss the various price adaptation strategies available to companies.
7. Define market logistics and discuss its importance in supporting marketing channel activities.
8. Discuss the concept of the promotion mix and explain its components.

SECTION C
(Compulsory)

Answer to this question should not exceed 6 pages (1x15=15)

9. Case Study:
XYZ Electronics is a leading manufacturer of consumer electronics, known for its innovative products in the smartphone and wearable technology sectors. The company has built a strong brand presence globally but is facing challenges in the competitive smartphone market due to increasing competition from both established players and new entrants.

XYZ Electronics, a prominent player in the consumer electronics industry specializing in smartphones and wearable technology, faces several critical challenges amidst a fiercely competitive market landscape. One of the primary issues confronting XYZ Electronics is the intensifying competition within the smartphone sector, where numerous established brands and new entrants offer products with comparable features and competitive pricing strategies. This market saturation poses a significant hurdle for XYZ Electronics in effectively differentiating its offerings and carving out a distinctive market position. Moreover, the company's product innovation and development efforts require enhancement to keep pace with rapidly evolving consumer preferences and technological advancements. There is a pressing need for XYZ Electronics to innovate continually and introduce compelling features that resonate with tech-savvy consumers, thereby sustaining its competitive edge. Furthermore, the effectiveness of XYZ's marketing strategies is another critical concern. Despite having substantial marketing investments, there is a challenge in effectively reaching and engaging target demographics while communicating a compelling value proposition. Addressing these multifaceted challenges is crucial for XYZ Electronics to regain market momentum, strengthen brand loyalty, and secure a sustainable growth trajectory in the competitive consumer electronics market.

QUESTIONS:

1. Analyze the competitive landscape in the smartphone market and assess how XYZ Electronics can differentiate itself from competitors.
2. Evaluate the importance of product innovation and development in sustaining competitive advantage for XYZ Electronics.
3. Develop an Integrated Marketing Communications (IMC) strategy for XYZ Electronics to effectively promote its smartphones and wearable technology products. Outline the steps involved in developing this strategy.

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