

TB213560V

Reg. No :

Name :

BMS DEGREE (C.B.C.S) EXAMINATION, NOVEMBER 2022

**(2021 Admissions Regular,2020 Admissions Supplementary/Improvement,2019 & 2018 Admissions Supplementary)
SEMESTER III - CORE COURSE (BACHELOR OF MANAGEMENT STUDIES (INTERNATIONAL BUSINESS)**

MS3B10B18 - MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks : 80

Part A

I. Answer any Ten questions. Each question carries 2 marks

(10x2=20)

1. Are consumer insights important? Discuss
2. Give an example for need, want and demand
3. List the different bases of segmentation
4. Discuss the logic of demographic segmentation
5. Who are baby boomers? How are they different from other generational cohorts
6. Using an example, discuss acquisition as a new product development strategy.
7. Give an example of any one product/brand that is at its maturity stage of PLC. Mention any one strategy that they can use at this point.
8. What is target return pricing?
9. What are marketing channels?
10. List any three tips to make direct marketing effective
11. What is direct marketing?
12. What is IMC? Discuss the need for IMC

Part B

II. Answer any Six questions. Each question carries 5 marks

(6x5=30)

13. Many products that we see today are the result of research on customer insight. What is your understanding of customer insight? Discuss the different sources of customer insight
14. What are the ways in which consumer insights can be developed? Explain with examples
15. What do you mean by full market coverage? Give an example. How is it different from selective specialization
16. What are the characteristics that are considered in demographic segmentation. Discuss
17. How are the consumption pattern different across generations? Explain using the generational cohorts you are familiar with.
18. What marketing strategies would you suggest to Product X which is in the growth stage of the product life cycle?
19. The pricing objective of the company decides the positioning of the company. Discuss the different pricing objectives
20. What is your take on using celebrities to endorse a brand?
21. Present some of the ethical issues that brands should consider while advertising their product.

Part C

III. Answer any Two questions. Each question carries 15 marks

(2x15=30)

22. Marketing as a field of study and as a practice, has undergone tremendous changes. In detail, discuss this growth of Marketing, highlighting the different orientations to marketplace using adequate examples.

23. Discuss the different targeting strategies possible for a brand of health drink. Give explanations for the same
24. Advertisements targeting children and using women in a provocative manner should be banned completely – Do you think so? Present arguments in a logical manner
25. Product Life Cycle Stages are effectively used by companies in developing marketing strategies. Discuss the PLC stages. Also present the criticisms of PLC