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Reg. No :

Name :

BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, NOVEMBER 2024
2018, 2019, 2020, 2021, 2022 ADMISSIONS SUPPLEMENTARY
SEMESTER III - CORE COURSE (B.M.S-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. Discuss the sources of consumer insight
2. Give an example for need, want and demand
3. How can you inform customers about category membership?
4. Coca Cola introduced "Diet Coke" for customers who were health conscious yet prefer cola drinks. What kind of segmentation is this?
5. Who are split loyals?
6. What are non durable goods?
7. Using an example, discuss acquisition as a new product development strategy.
8. Name a company that follows intensive distribution – Substantiate
9. What do you mean by odd end pricing? Give an example
10. Differentiate between advertising and publicity
11. How is trade sales promotion different from sales promotion
12. How can you use the PUSH strategy in marketing communications mix?



Part B

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

(6x5=30)

13. What is demand? How is it different from wants? Discuss the concept of unwholesome demand using an example.
14. The AMA definition (2013) of Marketing is an all-encompassing one. Critically analyse the definition of marketing
15. Are all segmentation effective? How do you identify a good segmentation?
16. What is niche marketing? What are the different features of niche marketing
17. Competitive frame of reference is one of the stepping stones for a good positioning strategy. What is your understanding of competitive frame of reference?
18. How are consumer products classified? Explain each one with examples
19. Differentiate between intensive, exclusive and selective distribution with examples
20. What are film ads? Do you think it is a successful strategy in India – Substantiate with examples
21. Assume that you have been appointed as Manager for a Multinational Firm entering Indian markets with its brand of "Packaged, ready to consume baby food". Which elements of Marketing communications mix will you choose to address your target market? Why? Substantiate.

Part C

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

(2x15=30)

22. Marketing as we see today evolved over a period of time. Discuss the evolution of marketing through the different company orientations to market place. Explain the characteristics of each concept.

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23. It is not possible for companies to satisfy the needs of all customers. Segmentation helps companies to identify the needs of customers and cater accordingly. Do you agree? Discuss the need for segmentation. What are the different bases of segmentation?
24. You are being asked to develop a communications plan for a new brand of steel water bottles. Discuss the steps you would follow to do the same.
25. What is new product development? Discuss in detail the steps involved in new product development process. Explain in detail the importance of each stage. Use examples to substantiate.

