

TM243625K

Reg. No :

Name :

P.G.D.M (C.S.S) EXAMINATION, NOVEMBER 2024
2023 ADMISSIONS REGULAR
SEMESTER III - CORE COURSE BUSINESS ANALYTICS
BA3C15TM20 - Marketing Management

Time : 3 Hours

Maximum Weight : 30

Part A

I. Answer any Eight questions. Each question carries 1 weight

(8x1=8)

1. How is sales different from Marketing?
2. List the steps in Marketing process.
3. Explain the concept of competitive point of parity?
4. Who are split loyals?
5. What methods can you use to inform customers about category membership?
6. Define Market Maturity.
7. Discuss on the pricing strategies and enumerate on your view to a perspective potential pricing policy that might increase the revenue from music store sales in a nearby store of your location.
8. A customer can purchase a sandwich, fries and a drink as a value meal for far less than the price of purchasing each item separately. Explain the type of pricing strategy used here.
9. Discuss on Doppelganger, depicting the company's camel mascot as "a camel who wishes he'd never smoked cigarettes".
10. What is social media marketing?

Part B

II. Answer any Six questions. Each question carries 2 weight

(6x2=12)

11. What is a marketing system? Using any one example, discuss the different components of marketing system.
12. Discuss the concept of reference groups in the context of consumer behaviour.
13. What is positioning? Discuss the need for positioning.
14. Shampoos offer varying benefits – Cleaning, conditioning effects, dandruff etc. Which segmentation base is being used here? Explain.
15. Distinguish between standardization and customization.
16. Explain ethical issues in promotion.
17. Explain distribution channel functions.
18. Coca-Cola's 'Share a Coke' campaign is one of the most phenomenally successful user-generated content campaigns to date. Discuss.

Part C

III. Answer any Two questions. Each question carries 5 weight

(2x5=10)

19. Societal marketing concept rectify the major issues faced in other company orientations. Do you agree? How has marketing evolved over the years to reach the societal orientation – explain.
20. Discuss the different targeting strategies possible for a brand of Sanitizer. Give explanations for the same.
21. State and explain which strategy outlines how and where a company locates its products and services in an attempt to gain market share and consumer purchases.
22. Explain the insights you can learn from Twitter analytics.