

BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, NOVEMBER 2024**2023 ADMISSIONS REGULAR****SEMESTER III - CORE COURSE****MS3C11B23 - Marketing Management****Time : 3 Hours****Maximum Marks : 80****Part A****I. Answer any Ten questions. Each question carries 2 marks****(10x2=20)**

1. Give an example of marketing of ideas
2. Marketing is a very important function of Business. Do you agree? Substantiate
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 baby boomers? How are they different from other generational cohorts
6. Classify the following items into specialty, convenience and unsought goods Egg Insurance Cricket bat Milk Encyclopaedia Furniture
7. Differentiate between drop error and go error
8. List any two advantages of an ecommerce business over a retail store
9. List any three flows that happen in marketing channel.
10. List any two advantages of publicity
11. What is direct marketing?
12. How is trade sales promotion different from sales promotion

Part B**II. Answer any Six questions. Each question carries 5 marks****(6x5=30)**

13. The marketer tries to fulfil the demands from customer from different levels. Discuss in detail with examples the different demand states
14. Demand for products like encyclopedia or insurance might not be lucrative for the customers. What demand state are we speaking about? Explain the same.
15. Why is Point of Parity important? What are the different types? Explain.
16. Using an example discuss the meaning of competitive point of parity and category point of parity
17. What is segmentation? Discuss the need for segmentation
18. Discuss the different product levels that constitute the customer value hierarchy. Why do you think such a classification is required
19. What is channel level? Discuss the different channel levels with examples
20. Present some of the ethical issues that brands should consider while advertising their product.
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. 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
23. Assume that you are the marketing head of a new brand of shampoo. How will you go about with the segmentation, targeting and positioning?
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. Product Life Cycle Stages are effectively used by companies in developing marketing strategies. Discuss the PLC stages. Also present the criticisms of PLC