

QP CODE: 24803701



Reg No :

Name :



M.B.A. DEGREE EXAMINATION, JUNE 2024

Second Semester

Faculty of Management Science

MASTER OF BUSINESS ADMINISTRATION

Core - MB010202 - MARKETING MANAGEMENT

2019 Admission Onwards

4AE4F640

Time: 3 Hours

Maximum Marks: 60

Part A

*Answer any **five** questions. Each question carries **2** marks.*

1. List out any two advantages of marketing research to a business enterprise.
2. Give an example for 'influencer' buyer role in consumer behaviour.
3. What do you mean by brand revitalization? Give an example.
4. Define merchants as a type of distributor.
5. What is private label brand?
6. What do you mean by marketing implementation?
7. Define market trend.

(5×2 = 10 Marks)

Part B

*Answer any **five** questions. Each question carries **6** marks.*

8. Describe the holistic marketing concept for a newly established computer training institute.
9. What are the challenges posed by technological environment for business enterprises. Cite examples for the dynamics of technology in business.
10. List out the steps involved in choosing a target market with the help of an example.
11. What are the reasons for new product failure? Illustrate your answer with an example.
12. Distinguish between vertical and horizontal marketing systems.





13. Suppose that you are appointed as the Sales Executive by a reputed internet broadband service provider. What are the skill set required for personal selling?
14. Do you think internet revolution and technology has revolutionalised the Indian marketing scenario? Substantiate your answer with your own observations.

(5×6 = 30 Marks)

Part C

Answer any **two** questions. Each question carries **10** marks.

Question number 17 is compulsory .

15. Compare the performance of any two leading online shopping apps in India as far as value delivery is concerned.
16. A group of students in a Business School started a new refreshment centre in central Kerala with exclusive tender-coconut based snacks, ice creams, cakes and unique milkshakes. The refreshment centre offers premium quality in its food items, unique ambience for different age-groups and families, online booking facilities and safe car parking facilities. Assume the role of a marketing consultant and offer the consultancy service with the following elements:
 - (i) Segmentation, Targeting & Positioning
 - (ii) Brand name & Elements of branding

Compulsory Question

17. Outline the causes of new product failure. Identify the case of digital diary as a new product failure, analyse it in all dimensions and make a report of the same.

(2×10 = 20 Marks)

