Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_

G:\logo and QP Template\logo 3 Feb 2018 final.tif

**End Semester Examination – Nov/Dec – 2018**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  |  |
| **Code :** | **18MS3002** | **Duration :** | **3hrs** |
| **Sub. Name :** | **MARKETING MANAGEMENT** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | What is marketing? Explain the process of marketing in a new startup restaurant. | CO1 | 10 |
| b. | Write a short note on Public Relations, Personal selling and Promotions. | CO1 | 5 |
| c. | Discuss the important aspects of Customer orientation for a health care industry. | CO1 | 5 |
| (OR) | | | | |
| 2. | a. | Discuss the relative importance of all environmental forces affecting the marketing system of a firm. | CO3 | 10 |
| b. | List out and explain the factors affecting Individual Buying Behavior of Cosmetic products. | CO1 | 10 |
|  |  |  |  |  |
| 3. | a. | Elucidate the STP concept and its benefits for water purifier brand. | CO1 | 12 |
| b. | Differentiate between Brand Extension and Line extension with an illustration of any chosen brand in the market. | CO2 | 8 |
| (OR) | | | | |
| 4. | a. | “Money spent on advertisement is not resourceful”. Do you agree?  Give reasons. | CO1 | 10 |
| b. | Discuss the various stages of Product Life Cycle. Suggest appropriate marketing strategies for each stage for a mobile phone market. | CO1 | 10 |
|  |  |  |  |  |
| 5. | a. | List out and explain the pricing methods for a newly launched assorted chocolate. | CO2 | 12 |
| b. | Evaluate the role, scope and importance of Marketing Information System. | CO2 | 8 |
| (OR) | | | | |
| 6. | a. | Write a note on customer retention strategies. | CO2 | 8 |
| b. | Explain the formulation of marketing mix of a service organization with an example of Banking Industry. | CO3 | 12 |
|  |  |  |  |  |
| 7. | a. | Develop a sales promotion campaign for kids apparel. | CO3 | 10 |
| b. | How will you redress the rate of failure of product with an illustration from mobile phone market. | CO3 | 10 |
| (OR) | | | | |
| 8. | a. | Write a note on Product portfolio models. | CO3 | 8 |
| b. | Define Global Marketing. Explain the benefits and strategies of global marketing. | CO3 | 12 |
|  | | | | |
| 9. | | **Compulsory**:  Shipserv is a leading e-marketplace in the maritime industry providing a portfolio of software, services and hosted applications designed to enable efficient global shipping.   Their core product TradeNet, an e-commerce platform connecting industry buyers and suppliers. Currently ShipServ serves 150 shipping companies managing 5,000 ships and approximately 30,000 suppliers. In 2008 the company turned to the social web to help them through several marketing challenges:   * Image of being an impersonal software company. * Limited marketing budget and employee resources. * Increase awareness of using ecommerce as a shipping solution — a big change for traditional customers. * Customer base not early technology adopters. A survey showed 65% regarded the social web as a “distracting waste of time”. |  |  |
|  | a. | Propose an objective for a marketing program. | CO2 | 6 |
| b. | Design a strategy for social media plan. | CO1 | 6 |
| c. | Explain the benefits of Customer Relationship Management for the social media business. | CO3 | 4 |
| d. | Give few insights on ethical marketing activities to be adopted. | CO2 | 4 |