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



**End Semester Examination – Nov / Dec – 2019**

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| **Code :** | **19MS3002** | **Duration :** | **3hrs** |
| **Sub. Name :** | **MARKETING MANAGEMENT** | **Max. Marks :** | **100** |

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

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | Explain the different marketing environments. | CO3 | 20 |
| **(OR)** | | | | |
| 2. |  | List out the various functions of marketing. | CO1 | 20 |
|  |  |  |  |  |
| 3. | a. | State the various levels of a product. Explain the importance of advertising for the success of a chocolates manufacturing industry. | CO1 | 10 |
| b. | Differentiate between brand extention and line extention with a suitable example relevent to the industry of your choice. | CO2 | 10 |
| **(OR)** | | | | |
| 4. |  | Discuss the various stages of PLC with a suitable example. | CO3 | 20 |
|  |  |  |  |  |
| 5. |  | In what ways can a company divide the consumer market into segments? Explain with examples. | CO4 | 20 |
| **(OR)** | | | | |
| 6. | a. | List out the different types of retailers. | CO3 | 10 |
| b. | What are the various functions of a retailer? | CO3 | 10 |
|  |  |  |  |  |
| 7. | a. | Elucidate the different types of product portfolio models. | CO4 | 10 |
| b. | Define Global marketing. Explain the benefits and strategies of Global marketing. | CO4 | 10 |
| **(OR)** | | | | |
| 8. | a. | Explain the process of marketing strategy. | CO3 | 10 |
| b. | Discuss the importance of ethical marketing with a suitable example. | CO2 | 10 |
|  | | **Compulsory**: |  |  |
| 9. |  | Maggi Noodles was launched in 1982 by Nestle India Limited as Maggi 2 – Minute Instant Noodles under the prepared dishes category. Maggi used the tagline of “fast to cook”, good to eat’ to woo the Indian audience in the early 1980s. Maggi understood the consumers’ inertia and empathy to try new things. The task for Maggi Noodles at the time of its launch was twofold – first to promote the concept of noodles and second to establish the brand and educate consumers about the advantages of the brand. The use of brand elements like its tagline ‘Fast to cook and good to eat’ and its catchy jingle ‘mummy bhooklagi’ (Mummy I am hungry) helped in brand recall.  Maggi has launched many commercial campaigns in order to connect itself with the Indian customers, and instead of using big bollywood stars, they have used common people or used models who appeal to the common man. Thus, Maggi as a brand is resilient, and over the ages manages to be young for the consumers.  Child: ‘Mummy BhukLagiHai’, Mummy: ‘Bas 2 Minutes’.  This became a household phenomenon instantly. |  |  |
| a. | What was the major reason for Maggi to pick-up an Indian line for branding itself? | CO4 | 10 |
| b. | Comment on the different approaches to positioning strategies of Maggi over the years. | CO3 | 10 |