

Hall Ticket No

Question Paper Code: CMBB19



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad - 500 043

MODEL QUESTION PAPER

MBA II Semester End Examinations, JUNE - 2019

Regulation: IARE-R18

MARKETING MANAGEMENT

(Master of Business Administration)

Time: 3 Hours

Max Marks: 70

Answer any ONE question from each Unit
All questions carry equal marks
All parts of the question must be answered in one place only

UNIT – I

- 1 a) What is marketing environment. Discuss how company's micro and macro environmental factors influence company's marketing functions? [7M]
- b) "Marketing research conceptual, functional, translation equivalence constitutes types of equivalence in IMR" Explain. [7M]
- 2 a) What is marketing strategy in marketing management? Explain in detail about the core strategies of marketing. [5M]
- b) Discuss a marketing strategy for the following company- the xyz company is the major player of mobile phones in the Indian market, because of global competition the company is facing low sales volume. design a marketing strategy for XYZ company. [9M]

UNIT - II

- 3 a) Explain briefly types of purchase involvement. What relevance does it have with nominal, limited and extended decision making? [8M]
- b) What is the concept of product from the marketing perspective? Describe the product line length and product mix width with a example. [6M]
- 4 a) Briefly explain the various factors that can influence on the consumer behavior for purchasing consumer electronic gadgets. [7M]
- b) Define consumer decision making in marketing. Discuss the steps involved in the process of consumer decision making. [7M]

UNIT – III

- 5 a) Discuss the various costs involved in the segmentation of market in designing a customer driven strategy. [7M]
- b) What is perpetual mapping? State usage and steps involved in constructing a perpetual map in positioning maps? [7M]
- 6 a) "The Indian market represents an excellent example for formulating the market segmentation strategy by a marketer" Did you agree with this statement? Discuss. [8M]
- b) Emphasize segmentation of consumer market and describe the role played by consumer segmentation for a service oriented company. [6M]

UNIT – IV

- 7 a) What is marketing communication? What are the various ways of marketing communication and also steps involve in developing effective marketing communication? [8M]
- b) What are the functions of marketing channels? Discuss the different types of marketing flows through the marketing channels. [6M]
- 8 a) Define personal selling. Write about the various functions and different steps of personal selling process in personal communication. [7M]
- b) Describe the methods of sales promotion for the following company- a company named Tejaswi motors , occupying a major segment in Telangana market and facing a heavy competition from a foreign brand. [7M]

UNIT – V

- 9 a) What is differential pricing? What are the various instances of price discrimination normally seen and accepted in business practice? [6M]
- b) What is balance of pyramid (BOP) in a market? Discuss the characteristics features of balance of pyramid in detail. [8M]
- 10 a) Explain about the rural marketing concept. Discuss about the features and importance of rural marketing in marketing communication. [7M]
- b) Define the term “word of mouth”? Discuss advantages and disadvantages of word of mouth as a tool in personal communication. [7M]



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COURSE OBJECTIVES (COs):

The course should enable the students to:

| | |
|-----|--|
| I | Understand the basic marketing concepts. |
| II | Analyze markets and design customer driven strategies. |
| III | Communicate the decisions towards business development with superior customer value. |
| IV | Aware of distribution channel in marketing |

COURSE OUTCOMES (COs)

Students who complete the course will have demonstrated the ability to do the following.

| | |
|-----------|---|
| CMBB19.01 | Understand the importance, scope, philosophies, strategies and plans of marketing. |
| CMBB19.02 | Demonstrate the concept of market research, marketing information system, process and types of market research. |
| CMBB19.03 | Explain the concept of consumer decision making, creating customer value, consumer behavior and forms of consumer markets. |
| CMBB19.04 | Discuss the cultural, social and personal factors developing products and brands, product cycle and new product development. |
| CMBB19.05 | Design the concept of segmentation of consumer market, business market, requirements for effective segmentation and market targeting. |
| CMBB19.06 | Evaluate the market segmentation and select target market segmentation through positioning maps and positioning strategy. |
| CMBB19.07 | Develop marketing channels, channel intermediaries, channel structure and channel for consumer products. |
| CMBB19.08 | Create the promotional mix, advertising, public relations, sales promotions, personal selling and marketing communication. |
| CMBB19.09 | Examine the concept of communication promotion mix and factors affecting the promotion mix. |
| CMBB19.10 | Analyze the concept of balance of payments, forms of marketing, marketing sustainability, ethics and global marketing. |

MAPPING OF SEMESTER END EXAMINATION TO COURSE OUTCOMES:

| SEE Question No. | | Course Outcomes | COs | Blooms Taxonomy Level | |
|-------------------------|---|------------------------|--|------------------------------|------------|
| 1 | a | CMBB19.01 | Understand the importance, scope, philosophies, strategies and plans of marketing. | CO1 | Understand |
| | b | CMBB19.02 | Demonstrate the concept of market research, marketing information system, process and types of market research. | CO2 | Understand |
| 2 | a | CMBB19.01 | Understand the importance, scope, philosophies, strategies and plans of marketing. | CO1 | Understand |
| | b | CMBB19.02 | Demonstrate the concept of market research, marketing information system, process and types of market research. | CO2 | Understand |
| 3 | a | CMBB19.03 | Explain the concept of consumer decision making, crating customer value, consumer behavior and forms of consumer | CO3 | Remember |
| | b | CMBB19.04 | Discuss the cultural, social and personal factors developing products and brands, product cycle and new product development. | CO4 | Remember |
| 4 | a | CMBB19.03 | Explain the concept of consumer decision making, crating customer value, consumer behavior and forms of consumer | CO3 | Understand |
| | b | CMBB19.04 | Discuss the cultural, social and personal factors developing products and brands, product cycle and new product development. | CO4 | Understand |
| 5 | a | CMBB19.05 | Design the concept of segmentation of consumer market, business market, requirements for effective segmentation | CO5 | Remember |
| | b | CMBB19.06 | Evaluate the market segmentation and select target market segmentation through positioning maps and positioning | CO6 | Understand |
| 6 | a | CMBB19.05 | Design the concept of segmentation of consumer market, business market, requirements for effective segmentation | CO5 | Understand |
| | b | CMBB19.06 | Evaluate the market segmentation and select target market segmentation through positioning maps and positioning strategy. | CO6 | Remember |
| 7 | a | CMBB19.07 | Develop marketing channels, channel intermediaries, channel structure and channel for consumer products. | CO7 | Understand |
| | b | CMBB10.08 | Create the promotional mix, advertising, public relations, sales promotions, personal selling and marketing | CO8 | Remember |
| 8 | a | CMBB19.07 | Develop marketing channels, channel intermediaries, channel structure and channel for consumer products. | CO7 | Remember |
| | b | CMBB19.08 | Create the promotional mix, advertising, public relations, sales promotions, personal selling and marketing communication. | CO8 | Understand |
| 9 | a | CMBB19.09 | Examine the concept of communication promotion mix and factors affecting the promotion mix. | CO9 | Understand |
| | b | CMBB19.10 | Analyze the concept of balance of payments, forms of marketing, marketing sustainability, ethics and global marketing. | CO10 | Remember |
| 10 | a | CMBB19.09 | Examine the concept of communication promotion mix and factors affecting the promotion mix. | CO9 | Understand |
| | b | CMBB19.10 | Analyze the concept of balance of payments, forms of marketing, marketing sustainability, ethics and global | CO10 | Understand |

Signature of Course Coordinator

HOD, MBA