



# INSTITUTE OF AERONAUTICAL ENGINEERING

Dundigal, Hyderabad - 500 043

MASTER OF BUSINESS ADMINISTRATION

I MBA II Semester

ASSIGNMENT

|                    |   |   |
|--------------------|---|---|
| Course Name        | : | MARKETING MANAGEMENT                                |
| Course Code        | : | CMB410  |
| Class              | : | MBA II Semester                                     |
| Branch             | : | MBA   |
| Year               | : | 2017– 2018  |
| Course Coordinator | : | Mr. M. Ramesh, Assistant Professor, MBA Department. |
| Course Faculty     | : | Mr. M. Ramesh, Assistant Professor, MBA Department. |

## OBJECTIVES

To meet the challenge of ensuring excellence in management education, the issue of quality needs to be addressed, debated and taken forward in a systematic manner. Accreditation is the principal means of quality assurance in higher education. The major emphasis of accreditation process is to measure the outcomes of the program that is being accredited.

In line with this, Faculty of Institute of Aeronautical Engineering, Hyderabad has taken a lead in incorporating philosophy of outcome based education in the process of problem solving and career development. So, all students of the institute should understand the depth and approach of course to be taught through this question bank, which will enhance learner's learning process.

| S. No                                     | Question   | Blooms Taxonomy Level | Course Outcome |
|---|--|-----------------------|----------------|
| <b>ASSIGNMENT NO.1</b>                    |  |                       |                |
| <b>UNIT-I</b>                             |  |                       |                |
| <b>INTRODUCTION TO WORLD OF MARKETING</b> |  |                       |                |
| 1   | Explain the need for understanding macro environment by the marketer in marketing management.                                      | Remember              | 1              |
| 2   | What do you mean by marketing plan? What are the steps involved in designing a marketing plan?                                     | Understand            | 1              |
| 3   | Define online marketing research. Discuss the various types of marketing research in marketing management?                         | Remember              | 2              |
| 4   | IMR is associated with its own pros and cons. Illustrate the statement with a simple example                                       | Understand            | 2              |
| 5   | Define marketing. "Marketing concept is still in its infant state in India". Comment this statement with a example                 | Understand            | 2              |
| 6   | Define marketing environment. Discuss how company's micro and macro environmental factors influence company's marketing functions? | Remember              | 2              |
| 7   | Define marketing strategy in marketing management. Explain in detail about the core strategies of marketing.                       | Remember              | 2              |

| S. No  | Question   | Blooms Taxonomy Level | Course Outcome |
|--|--|-----------------------|----------------|
| 8  | Articulate a marketing research method for the cement companies of Indian market and design a marketing plan for a new cement company? | Remember              | 2              |
| <b>UNIT-II</b>   |  |                       |                |
| <b>ANALYZING MARKETING OPPORTUNITIES, CUSTOMER VALUE AND MARKETING MIX</b> |  |                       |                |
| 1  | How does product line stretching and line filling increases the line length in Product range?  | Understand            | 3              |
| 2  | What are fads and fashions in a life cycle? How does their behavior differ from normal product life cycle curve?                       | Remember              | 3              |
| 3  | What are the different types of new products? State the ethical issues concerning new products?  | Understand            | 3              |
| 4  | Explain briefly types of purchase involvement. What relevance does it have with nominal, limited and extended decision making?         | Remember              | 3              |
| 5  | Discuss on the various factors that can influence on the consumer behavior for consumer electronic gadgets?                            | Remember              | 3              |
| 6  | Present the detailed model of consumer behavior and explain model of consumer behavior components.                                     | Remember              | 3              |
| 7  | What is the concept of product from the marketing perspective? What is product line length and product mix width with a example?       | Remember              | 3              |
| 8  | What are the stages in product life cycle? Explain how marketing strategies vary from one stage to another.                            | Understand            | 3              |
| <b>UNIT-III</b>  |  |                       |                |
| <b>DESIGNING A CUSTOMER DRIVEN STRATEGY</b>                                |  |                       |                |
| 1  | Explain in detail about the bases for market segmentation in designing a customer driven strategy.                                     | Remember              | 4              |
| 2  | What are the various steps involved in the process of market segmentation?   | Understand            | 4              |
| 3  | Give some of the examples of non segmented markets in designing a customer driven strategy   | Remember              | 4              |
| 4  | State the various costs involved in the segmentation of market in designing a customer driven strategy?                                | Understand            | 4              |
| <b>ASSIGNMENT NO.2</b>   |  |                       |                |
| <b>UNIT-III</b>  |  |                       |                |
| <b>DESIGNING A CUSTOMER DRIVEN STRATEGY</b>                                |  |                       |                |
| 1  | What are the various approaches to brand positioning for effective positioning of products?  | Remember              | 5              |
| 2  | What is target market? Explain the steps involved in the process of target market in detail.   | Understand            | 5              |
| 3  | Define positioning and product positioning. What are the stages involved in product positioning?                                       | Remember              | 5              |
| 4  | What is perpetual mapping? State usage and steps involved in constructing a perpetual map in positioning maps?                         | Remember              | 5              |
| <b>UNIT-IV</b>   |  |                       |                |
| <b>DISTRIBUTION DECISIONS, PROMOTION AND COMMUNICATION STRATEGIES</b>      |  |                       |                |
| 1  | Write about the various functions of personal selling in promotional mix in marketing management?                                      | Remember              | 6              |
| 2  | List out the steps involved in developing effective marketing communication  | Create                | 6              |

| <b>S. No</b>  | <b>Question</b>  | <b>Blooms Taxonomy Level</b> | <b>Course Outcome</b> |
|---|--|------------------------------|-----------------------|
| 3   | What is marketing communication. What are the various ways of marketing communication and also steps involve in developing effective marketing communication | Understand                   | 6                     |
| 4   | What is sales promotion? What are the proactive, reactive objectives and its significance  | Understand                   | 6                     |
| 5   | Describe the qualities of good advertising copy and layout .what are the recent trends in the advertisement pattern  | Remember                     | 6                     |
| 6   | Define personal selling. Describe about the various functions and various steps of personal selling.   | Remember                     | 6                     |
| 7   | What are the various factors which have to be taken into consideration for deciding the promotion mix  | Understand                   | 6                     |
| 8   | Design a advertising plan for a service oriented company (LIC) and explain the advantages of advertising.  | Remember                     | 6                     |
| <b>UNIT-V</b>                                       |  |                              |                       |
| <b>PRICING DECISIONS AND PERSONAL COMMUNICATION</b> |  |                              |                       |
| 1.  | List out the different types of price discrimination or degrees of price discrimination  | Remember                     | 7                     |
| 2.  | What do you mean by unfair trade practices and price discrimination in the marketing terminology?  | Remember                     | 7                     |
| 3.  | Write the few advantages and disadvantages of word of mouth communication  | Evaluate                     | 7                     |
| 4.  | Explain about the rural marketing concept. Discuss about the features and importance of rural marketing.   | Understand                   | 7                     |
| 5.  | Define the term “word of mouth”. discuss its advantages and disadvantages of word of mouth   | Understand                   | 7                     |
| 6.  | What is meant by product line strategy? What are the different types of product line strategy?   | Remember                     | 7                     |
| 7.  | What is balance of pyramid (BOP) and balance of pyramid ( BOP ) market? Discuss its characteristics features of BOP  | Remember                     | 7                     |
| 8.  | What is differentiated pricing? What are the various instance of price discrimination normally seen and accepted in business practice                        | Understand                   | 7                     |

**Prepared by:**

**Mr. M. Ramesh, Assistant Professor**

**HOD, MBA**