Reg. No._____   Name:_____
APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
SECOND TRIMESTER MBA DEGREE EXAMINATION JANUARY 2018
MBA 23 MARKETING MANAGEMENT I

Max. Marks: 60   Duration: 3 Hours

PART A
Answer all questions. Each question carries 2 marks

1. Marketers market many main types of entities. List out any four of them.

2. Write a short note on different states of demand.
3. Differentiate between consumer buying behavior and organizational buying behavior.
4. Write a brief note on targeting and positioning.
5. As a marketing management student, what may be the single most important guideline that you would propose to position a new product?

(5x2 marks = 10 marks)

PART B
Answer any 3 questions. Each question carries 10 marks

6. "The marketing environment directly and indirectly influences an organization's capability to undertake its business". Discuss.
7. "Smart companies try to fully understand customer's buying decision process". Elaborate the process.
8. How can you as a marketer apply the knowledge of product lifecycle (PLC) to maximize revenues? Describe the strategies that you may adopt for the four 'P's in different stages of the PLC.
9. With suitable examples, explain the concept of price skimming and penetration pricing?
10. If you are appointed as a consultant to a newly formed food manufacturing company how would you describe the new product development decision process, to the team members?

(3x10 marks = 30 marks)

PART C
Compulsory question, the question carries 20 marks

11. A rubber tyre manufacturing company can sell tyres to manufacturers of automobiles, tractors, forklifts or aircrafts. Within a target industry, it can segment by various variables that it considers for segmentation.
    a. What are the major segmentation factors/variables for business markets?   (10)
    b. Also explain the basis of market segmentation using an example of your choice.   (10)

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