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Name:

A P J ABDUL KALAM TECHNOLOGICAL UNIVERSITY
SECOND TRIMESTER MBA DEGREE EXAMINATION(R&S), FEBRUARY 2020
COURSE CODE: 23
COURSE NAME: MARKETING MANAGEMENT I

Max.Marks: 60

Duration: 3 Hours

Part A

Answers all question. Each question carries 2 marks

1. Write a short note on 'Niche Marketing'
2. Briefly state the meaning of "Psychological Pricing"
3. Name the dimensions of 'Holistic Marketing'
4. Give a brief account on the classifications of consumer buying decisions.
5. Briefly describe Merchandise Planning. (5 x 2 marks = 10 marks)

Part B

Answer any 3 questions. Each question carries 10 marks

6. "Product Development is regarded as a Successive Hurdles Technique". Explain in connection with the 'New Product Development Process'
7. "There are both Macro and Micro forces affecting a firm's ability to market". Justify
8. "Pricing considerations and approaches varies between firms". Write in detail in the context of pricing methods and strategies.
9. Discuss the factors influencing consumer behaviour with reference to FMCG.
10. "Positioning for competitive advantage differs for manufacturing and service operations and the strategies available for them are also different". Enlist and explain.

(3 x 10 marks = 30 marks)

Part C

Compulsory Question. The question carries 20 marks

11. Face Value

RG is a very successful FMCG company with a flag ship Brand called "FACE VALUE". It is a skin care product with number one position in the market. While the CEO felt that, the brand equity being high in the market, the need to go for line extension for hair care also.

But the marketing manager resisted the idea by saying line extension will dilute brand equity. Its focus is the name of the game; he argues to avoid line extension.

- a. What is your recommendation to solve the problem? (10 Marks)
- b. If line extension is inevitable, will you recommend line stretching or line filling? (10 Marks)