

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

Name: \_\_\_\_\_

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**  
Second Semester MBA Degree Examination September 2021 (2020 Scheme)

**Course Code: 20MBA102**

**Course Name: MARKETING MANAGEMENT**

Max. Marks: 60

Duration: 3 Hours

**PART A**

*Answer all questions. Each question carries 2 marks*

- |   |   | Marks |
|---|---|-------|
| 1 | What are the functions of marketing?  | (2)   |
| 2 | Define segmentation. Discuss the methods of segmenting markets.                                   | (2)   |
| 3 | Mention about the consistency of product mix.   | (2)   |
| 4 | How do intermediaries add value to a marketing system?  | (2)   |
| 5 | Differentiate between marketing through online social networks and traditional marketing methods? | (2)   |

**PART B**

*Answer any 3 questions. Each question carries 10 marks*

- |    |   |      |
|----|---|------|
| 6  | Explain why marketers go beyond selling a product or service to create brand experiences.   | (10) |
| 7  | “Cultural factors exert a broad and deep influence on consumer behaviour. The marketer needs to understand the role played by the buyer’s culture, subculture and social class.” Distinguish between culture, sub culture and social class.               | (10) |
| 8  | John’s fascination for his grandmother’s cooking recipes inspired him to come up with a new product to satisfy the pallets of the Indian consumers. Explain in detail the different stages which he needs to consider for making his idea into a reality. | (10) |
| 9  | “Selection of advertising media should be preceded by analysis of all factors involved in the total marketing situation”. Discuss the factors that is to be considered in such an analysis and its relevance.   | (10) |
| 10 | Describe the relevance of social marketing.   | (10) |

**PART C**

*Compulsory question carrying 20 marks*

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|----|---|------|
| 11 | Anil is a clothing retailer that targets teenage girls residing in a metro. The company plans to run coordinated promotions for creating awareness among its target segment. You are required to design a suitable communication mix plan for Anil to achieve his target. | (20) |
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