

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

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

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**  
Second Semester MBA Degree Examination June 2022 (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 is "Product Concept"?   | (2)   |
| 2 | Differentiate between consumer and industrial markets.                               | (2)   |
| 3 | State the concept of augmented products with an example.                             | (2)   |
| 4 | How far modern organizations adopt push and pull strategies to increase their sales? | (2)   |
| 5 | Define "Blue Ocean Strategy"?  | (2)   |

**PART B**

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

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|----|---|------|
| 6  | "Marketing environment plays a very important role in the success of marketing." Justify this statement with respect to the factors which constitute the marketing environment. | (10) |
| 7  | Elucidate the various factors that affect an individual's buying behaviour.   | (10) |
| 8  | What are the factors that influence the pricing decision for an apartment? Explain the different pricing strategies adopted to have a competitive advantage in this regard.     | (10) |
| 9  | Define sales promotion? Explain the different types of sales promotions with suitable examples.   | (10) |
| 10 | "Think globally and act locally": With an example narrate how companies operate in this globalized era.   | (10) |

**PART C**

*Compulsory question carrying 20 marks*

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|----|--|------|
| 11 | A multinational FMCG company known for its health conscious and ready-to-eat products, is planning to launch a new brand of 'health drink' in Indian market. The proposed health drink would be available nationwide in vanilla, | (20) |
|----|--|------|

chocolate and strawberry flavours. Design a suitable promotional mix for the above product. Assume your own brand name and clearly specify the target markets.

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