

SECOND SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2020

(CUCSS)

M.B.A.

BUS 2C 10—MARKETING MANAGEMENT

(2016 Admission onwards)

Time : Three Hours

Maximum : 36 Weightage

**Part A**

*Answer the following questions.*

*Each question carries 1 weightage.*

1. What is brand equity ?
2. Explain the role of guarantees.
3. Distinguish between product concept and marketing concept.
4. What is the meaning of targeting ? Give an example.
5. What is public relation ?
6. What is deal-proneness ?

(6 × 1 = 6 weightage)

**Part B**

*Answer any four of the following.*

*Each question carries 3 weightage.*

7. Identify the broad segments in the hospitality market with the associated benefits.
8. Explain the significance of marketing for non business organizations.
9. Explain the influence of reference groups on consumers.
10. What is the concept of service quality ?
11. Distinguish between goods and services marketing.
12. What are the ways pricing decision is made ?

(4 × 3 = 12 weightage)

**Turn over**

**Part C**

Answer any **three** of the following.  
Each question carries 4 weightage.

13. What is strategic marketing ?
14. What are the factors influencing distribution decision ?
15. How is marketing control system established ?
16. Explain the importance of creating customer value, satisfaction and loyalty.
17. Discuss competitive strategies.

(3 × 4 = 12 weightage)

**Part D**

Answer the **compulsory** question (6 weightage)

18. Nautica is a restaurant located at a beautiful tourist spot called Dona Paula in Goa. Most of the customers of the restaurant are tourists. Among the customers who visit Nautica, repeat customers were not many. The restaurant was three storied and offered panoramic view of the confluence of Zuary river with the sea. The spot was part of the itinerary of the domestic tourists while foreign tourists were very less in this spot. While for many tourists tasting Goan food was a part of touristic experience many traditional visitors preferred to have their staple food while travelling as well. While visiting Goa many tourists, particularly male only groups, preferred to have alcoholic drinks.
  - a) Describe an appropriate position for Nautica.
  - b) Create a marketing mix for Nautica.

(1 × 6 = 6 weightage)