

C 3715

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Name.....

Reg. No.....

**SECOND SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, JULY 2021**

M.B.A. (CUCSS)

BUS 2C 10—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 36 Weightage

Part A

*Answer the following questions.
Each question carries 1 weightage.*

1. "Marketing begins and ends with consumer" – Discuss.
2. Define the term positioning.
3. Define Advertisement.
4. Define price penetration.
5. What is cognitive dissonance?
6. Define marketing control.

(6 × 1 = 6 weightage)

Part B

*Answer any **four** of the following questions.
Each question carries 3 weightage.*

7. Explain the scope of marketing research.
8. Explain trading up and trading down.
9. Comment on the qualities of successful sales man.
10. Mention the factors which influence the consumer behavior in the purchase of a product.
11. What do you understand by the term branding? What is its function?
12. What is product life-cycle? Explain the different stages of product life-cycle.

(4 × 3 = 12 weightage)

Part C

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

13. Explain the concept of new product development.
14. Explain the tools of marketing control.

Turn over

15. Why new product fails? Comment.
16. What are the objectives of sales promotion?
17. Discuss the various methods of pricing strategy.

(3 × 4 = 12 weightage)

Part D

Answer the compulsory question.

Case Study (Compulsory)

New Coke

Battered by competition from the sweeter Pepsi-Cola, Coco-cola decided in 1985 to replace its old formula a sweeter variation dubbed the "New Coke". Coco-cola spent \$ 4 million on market research.

Blind taste tests showed that coke drinkers preferred the new, sweet formula, but the launch of New coke provoked a national uproar, Market researchers had measured the taste but had failed to measure the emotional attachment consumers had to Coco-cola, there were angry letters, formal protests and even lawsuit threats, to force the retention or "The real thing" ten weeks later, the company withdrew New coke and re-introduced its century old formula as "classical coke" giving the old formula even stranger status in the market place.

18. *Questions :*

- (a) Managers try to stimulate sales by modifying the four - Ps - Analyse.
- (b) Customers are not always willing to accept an improved product – Comment.

(2 × 3 = 6 weightage)