

C 43511

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Name.....

Reg. No.....

SECOND SEMESTER M.B.A. DEGREE EXAMINATION, JULY 2023

M.B.A. (CUCSS)

BUS 2C 10—MARKETING MANAGEMENT

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

*Answer all the Parts.***Part A***Answer all questions.**Each question carries 1 weightage.*

1. What are the elements of marketing mix ?
2. What are the major bases of marketing segmentation ?
3. What is strategic control ?
4. Define Positioning.
5. Define Packaging.
6. What is Labeling ?

(6 × 1 = 6 weightage)

Part B*Answer any four questions.**Each question carries 3 weightage.*

7. “Marketers in India are now forced to adopt ‘Societal concept’ as their philosophy”. Justify.
8. What is the limitation of selling concept ?
9. Mention any two psychological factors that influence consumer behaviour .
10. What are the various techniques of positioning a product ?
11. What are the various types of sales promotion ?
12. What are the functions of marketing in an organization ?

(4 × 3 = 12 weightage)

Turn over

Part C

Answer any **three** questions.
Each question carries 4 weightage.

13. Distinguish between industrial consumer and Institutional consumer.
14. What is market targeting ?
15. Explain the role of marketing research in Marketing management.
16. Explain the various stages of the product life cycle and the strategies often used during different stages of product-life cycle.
17. Discuss the promotion mix for readymade Garments.

(3 × 4 = 12 weightage)

Part D

18. Answer the *compulsory* question (6 weightage) case study :

Salton, Inc., is now marketing the Foreman line as well as its other brands internationally. In 2001, in order to gain distribution in Europe, Salton acquired a firm based in the United Kingdom and another located in France.

On the basis of his boxing career, George Foreman has a measure of name recognition around the world, which will help the company build awareness and recognition for the Foreman grills and other Foreman products. But effective marketing also requires that Salton convey to consumers the brand's attributes - such as quality, convenience, state-of-the-art design, and value price. In addition, as often occurs in international marketing, there may be cross-cultural issues to deal with- for example, the views of a country's residents toward meat or toward different methods of food preparation.

Even expanding the product line at home will present challenges for Salton and its star spokesperson. Entering the outdoor gas grill market with a George foreman grill placed the brand in the same ring with such entrenched competitors as Weber and Sunbeam. That endeavor proved unsuccessful, and Salton accepted defeat.

Domestically or internationally, Salton is counting on Foreman still having a strong endorsement punch. The company believes in the strength of the brand as well as the affection people feel for the man who became a brand name. As explained by Salton's CEO, "We saw what his name could do for us".

- 1 What are some of the advantages and disadvantages of basing a brand on the name and reputation of a celebrity ?
- 2 What else can Salton, Inc., do to benefit from its well-established George Foreman brand ?

(6 weightage)