

C 24228

(Pages : 2)

Name.....

Reg. No.....

SECOND SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2017

(CUCSS)

BUS 2C 10—MARKETING MANAGEMENT

(Regular FT—2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer the following questions.

Each question carries 1 weightage.

1. Distinguish between selling concept and marketing concept.
2. What is the meaning of targeting ? Give an example.
3. What is meant by positioning ? Give an example.
4. What is mystery shopping ?
5. What is focus group technique ?
6. What is internal marketing ?

(6 × 1 = 6 weightage)

Part B

Answer any four of the following.

Each question carries 3 weightage.

7. What are the major differences between individual buying and institutional buying ?
8. What are different buying roles? Illustrate with an example.
9. Identify the broad segments in the car market with associated benefits.
10. What is the role of marketing research ?
11. How is media planning done ?
12. What is the role of guarantee in services ?

(4 × 3 = 12 weightage)

Turn over

Part C

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

13. What is the importance of packaging ?
14. Explain marketing research process.
15. What are the factors influencing pricing decision ?
16. Link product life cycle with appropriate strategies.
17. Compare between large and small retail formats.

(3 × 4 = 12 weightage)

Part D

Answer the **compulsory** question.
The question carries 6 weightage.

18. Cafe Coffee Day (CCD) has opened a number of outlets since 1996. CCD has pioneered the concept of coffee outside home with its outlets which could create an atmosphere where young people could meet and discuss over a cup of coffee. Many young executives used the outlets for sitting and discussing and preparing their presentations on laptops. Young students as well used the outlets as a hangout place with friends. CCD complemented its concept with an appropriate ambience which could facilitate the kind of activities mentioned above with internet connectivity . The pricing of products by CCD was slightly above the lot :
 - (a) Explain the segmenting, targeting and positioning used by CCD.
 - (b) Evaluate the concept of CCD.
 - (c) What do you think about the brand CCD ?

(1 × 6 = 6 weightage)