

Q.P. Code: **16MB709**

R16

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SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY::PUTTUR
(AUTONOMOUS)

MBA I YEAR II Semester (R16) Regular Examinations May/June 2017

Marketing Management

(For Students admitted in 2016 only)

Time: 3 hours

Max. Marks: 60

SECTION – A

(Answer all Five Units 5 × 10 = 50 Marks)

UNIT- I

- 1 Define Marketing. Briefly discuss the various concepts of Marketing. 10M
OR
2 Elucidate various stages of business buying behavior. 10M

UNIT- II

- 3 What are the bases of Segmentation? Illustrate your answer with suitable examples. 10M
OR
4 Justify how PLC is a tool for Marketing Strategy? 10M

UNIT- III

- 5 What are the different Marketing Channel Levels? 10M
OR
6 a. What are the objectives of Pricing? 10M
b. Explain the Price Skimming and penetration Strategies with examples

UNIT- IV

- 7 What is the difference between Advertising and Sales Promotion? 10M
OR
8 What are the precautions to be taken while taking Pricing Decisions and also brief out various methods of Pricing. 10M

UNIT- V

- 9 Define Marketing Audit and its Process 10M
OR
10 How do you organize, evaluate and control the Marketing activities in marketing of Fast Moving Consumer Goods. 10M

SECTION – B
(Compulsory Question)

1× 10=10 Marks

11. Case Study

The September 2005 issues of vogue magazine contained eight pages of advertisements from the world' largest retailer, Wal-Mart. The other 792 pages contained advertisements from Ralph Lauren, the gap, saks fifth avenue, Dior, estee lauder, Gucci, Lancôme, st.John, Louis vuitton, bill blass, yves saint Laurent, l'oreal, guess, Michael kors, david yurman, Clinique, marc Jacobs, Burberry, Calvin Klein, manolo blahnik, donna karan, Paul Mitchell, Vera Wang and jimmy choo, to name just a portion of the brands in this fall issue.

The ads from wal-mart feature real customers including a martial artist, a musical, a mom, students, a cake decorator, a professor of art, and a fundraiser. Each woman is shown with a 'her style' profile, locating her wal-mart and indicating what she is wearing in the photograph from wal-mart and from her own closet. These ads are a departure from the smiley-faced, low-price-focused messages seen from Wal-Mart in the past.

Do Wal-Mart ads belong in vogue magazine? To help answer this question, complete the diagram in exhibit 1.0 by describing the characteristics and attributes of the wal-mart shopper and the vogue magazine reader. Use the following segmentation based to complete this exercise:

Exhibit 1.0 overlap of Wal-Mart and Vogue target markets

Wal-Mart Vogue Reader

Demographic: Gender, age, race, life stage, birth era, family size, marital status.

Geographic: Region, city, climate, metropolitan area, density.

Psychographic: Personality, values, life style activities, opinions.

Socioeconomic: Income, education, occupation. Benefits sought: To meet customer's desires.

Usage rate: Purchase behavior, brand loyalty.

Questions:

(a)Is there an overlap in these two consumer segments?

(b)Can Wal-Mart change its image and appeal to an upscale shopper, or should it stick to loyal, cash-strapped customers?

(c)Would you recommend that Wal-Mart purchase additional pages in vogue magazine this year? Explain your rationale.