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**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR**  
(AUTONOMOUS)  
**MBA I Year II Semester Regular Examinations May 2019**  
**MARKETING MANAGEMENT**

Time: 3 hours

Max. Marks: 60

(Answer all Five Units **5 x 10 = 50** Marks)**UNIT-I**

1 Define Marketing Environment? Explain the significance of marketing environment. 10M

**OR**

- 2 a Explain Marketing concept. 5M  
b Explain Societal marketing concept. 5M

**UNIT-II**

3 Explain the impact of internet on business buyer's decision. 10M

**OR**

4 Explain the frame work for completion analysis 10M

**UNIT-III**

- 5 a What is market segmentation? What are its bases? 5M  
b What are the benefits of market segmentation? 5M

**OR**

6 Justify how PLC is a tool for marketing strategy. 10M

**UNIT-IV**

7 Explain the different methods of pricing . 10M

**OR**

8 Explain the difference between sales force and personnel selling . 10M

**UNIT-V**

9 Discuss rural marketing and its features. 10M

**OR**

- 10 a Explain Marketing audit. 5M  
b Why social responsibility is important in marketing? 5M

**SECTION – B**

(Compulsory Question)

**11. Case Study****1 x 10 = 10** Marks

In December 2016, the US-headquartered e-commerce giant, Amazon.com (Amazon), launched its content streaming service, Amazon Prime Video (APV), in India. This happened almost a year after Netflix, another such popular service, was launched (in January 2015) in India. Analysts believed that with the tagline “India ka naya prime time” (India’s new prime time), APV intended to communicate the message to the audience that they could „watch latest and exclusive content, anywhere and anytime they want to, thus making any time – their prime time“. Through this campaign, Amazon endeavored to position APV as the go to service for content seekers, to enjoy quality streaming of content in their preferred genres and in different languages, without having to face limitations of time, place, and choice.

Amazon, an American e-commerce and cloud computing company based in Seattle, Washington, was founded in 1994 by Jeff Bezos. It was launched as an online platform which sold books. Later, it diversified into several other categories such as DVDs, music, video games, electronics, apparel, and many other things. After two decades of operation, it had grown to become the largest online retailer in the world in terms of sales and market capitalization and was soon listed as a Fortune 500

company....

Questions:

1. Critically analyze the positioning strategy adopted by Amazon India in order to position APV as the go to service for content seekers, to enjoy quality streaming of content in their preferred genres and in different languages, without having to face limitations of time, place, and choice..
2. Study the competitive frame of reference and its importance in developing a positioning strategy to fight competition.
3. Understand how Amazon India came up with a marketing strategy to differentiate APV from other OTT service providers in India..

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