

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

MBA I Year II Semester Regular & Supplementary Examinations August-2023
MARKETING MANAGEMENT

Time: 3 Hours

Max. Marks: 60

SECTION – A

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

UNIT-I

1 Define marketing environment. Explain the significance of the marketing environment. CO1 L1 10M

OR

2 Explain the steps involved in the consumer decision process. CO1 L2 10M

UNIT-II

3 Discuss the strategies to be followed in different stages of PLC with suitable examples. CO1 L2 10M

OR

4 Explain segmentation, targeting, and positioning for a new product, lipstick for men. CO1 L2 10M

UNIT-III

5 Define product line. Illustrate with examples. CO1 L1 10M

OR

6 Elucidate “Impact of technology and Internet on distribution”. CO1 L3 10M

UNIT-IV

7 a What are the objectives of pricing? CO1 L1 5M

b Explain the price skimming and penetration strategies CO1 L2 5M

OR

8 What do you mean by sales force management? Discuss the selection process of the sales force. CO1 L2 10M

UNIT-V

9 How do you organize, evaluate and control the marketing activities in marketing fast moving consumer goods? CO6 L2 10M

OR

10 Define marketing audit and its process. CO6 L1 10M

SECTION – B

(Compulsory Question)

11

1 x 10 = 10 Marks

Mediquip Ltd. is a company dealing in distribution of medical equipments. The company recently imported 15000 units of sugar testing machines to test the sugar levels without taking blood samples. For deciding the marketing strategy, the Chief Executive Officer of the company called a meeting of the marketing heads of different zones. In the meeting, Sandeep, the North Zone Marketing Head, suggested that since the machines were sophisticated they need to visit hospitals personally, to explain its working to the hospital staff who would be using the machines. He also suggested that additional trained people may be recruited for the same. Himanshu, another Zonal Head, added that since lot of money had been spent on the import of the machines, the company was short of funds to pay to the additional staff as suggested by Sandeep. Rahul, a newly appointed Zonal Head of South Zone suggested that since the size of the order is not large, a detailed study of the factors determining the choice of channels of distribution is required before making the right choice.

Questions:

a) Identify the factors influencing the choice of channels of distribution that were discussed in the meeting.

b) Also, explain briefly the other consideration to be considered in each factor identified in part.

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