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(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)