

Roll No.

Total No. of Pages : 03

Total No. of Questions : 17

MBA (Sem.-2)
MARKETING MANAGEMENT

Subject Code : MBA-203-21

M.Code : 92176

Date of Examination : 03-01-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A** contains **EIGHT** questions carrying **TWO** marks each and students has to attempt **ALL** questions.
2. **SECTION-B** consists of **FOUR** Subsections : Units-I, II, III & IV. Each Subsection contains **TWO** questions each carrying **EIGHT** marks each and student has to attempt any **ONE** question from each Subsection.
3. **SECTION-C** is **COMPULSORY** and consist of **ONE** Case Study carrying **TWELVE** marks.

SECTION-A

1. Describe the concept of marketing mix.
2. What is branding? Give important features of a brand?
3. Explain the stages of a product life cycle?
4. Elaborate the 7Ps framework
5. Define sales promotion. Explain various tools of sales promotion
6. What is product mix? Discuss its elements.
7. Define rural marketing. Discuss the factor affecting rural marketing
8. Explain the importance of bottom of pyramid marketing in today's scenario?

SECTION B

UNIT-I

9. What do you mean by corporate strategic planning? Elaborate various stages of marketing planning process in detail?

10. Define consumer behaviour? Discuss the factors influencing consumer buying behaviour with the help of relevant examples?

UNIT-II

11. Define marketing segmentation? Briefly explain different bases of segmenting the consumer market?
12. What factors affect the consumer adoption process? Elaborate the stages of consumer adoption process with the help of suitable illustrations?

UNIT-III

13. What is pricing? Discuss the salient features of pricing. Critically analyse various methods of pricing?
14. What do you mean by sales force management? Explain the process of sales force management? Why do you think that sales force management is an important function of marketing?

UNIT-IV

15. What do you mean by channel management in marketing. What are the important decisions involved in managing marketing channels? Also explain various types of marketing channels?
16. Define retailing. Explain different types of modern retail formats with the help of suitable examples.

SECTION C

17. **Case study :**

Since the start of the new century, General Motors has worked hard and effectively to improve Cadillac's standing in the U.S. But to what extent is the rest of the world important to GM, and what if anything is the automaker doing with Cadillac in foreign markets? GM definitely wants to build its sales volume around the world, particularly in Europe and Asia. The automaker is starting from a very small base of fewer than 10,000 Cadillac sold outside 2005. Cadillac's marketing in other countries faces significant challenges such as American cars having a reputation for poor quality in Japan and the brand being relatively unknown in China.

How does GM intend to boost sales of Cadillac in foreign markets? One important step for GM in Japan is to add more dealerships that will sell the Chevrolet Corvette as well as several Cadillac models. The aim is not just to build distribution efficiency by selling two

brands through the same network, but also to combine the drawing power of two brands in order to bring prospective buyers into showrooms. Cadillac's director of international marketing believes that steady sales growth in Europe is critical to worldwide success. However, according to another Cadillac executive, GM has entered a "lions' den" in Europe, referring to entrenched competition. Cadillac's progress in Europe depends on building brand awareness and then a favorable image among prospective customers, most of whom are quite familiar with the brands of cars produced in the region but know little about Cadillac. To create "buzz" and bring shoppers to showrooms, Cadillac is introducing a new model in 2006. The BLS, designed specifically for the European market, is a front wheel-drive, turbo-charged sedan. Cadillac will produce the new model in Europe.

In China, Cadillac is striving to have at least 100 showrooms and dealerships in place in the next several years. The advertising theme for GM's luxury brand in China is "Dare to be first". In market potential in China is gigantic. There are only eight cars per 1000 people in China, compared to 940 in the U.S., so demand is expected to surge as buying power continues to improve. By 2011, it is expected that China will move ahead of Japan to become the second largest market for automobile sales, ranking behind only the U.S. Thus it's not surprising that Cadillac intends to switch as quickly as possible from exporting new cars to China to assembling them in Chinese facilities.

Questions :

1. What differences does Cadillac face in marketing its brand of vehicles in foreign countries compared to its home market?
2. How much brand equity does Cadillac have in Europe? In China ? In Japan?

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.