



**MBA DEGREE EXAMINATIONS: JUNE 2017**

(Regulation 2015)

Second Semester

**MASTER OF BUSINESS ADMINISTRATION**

P15BAT203 : Marketing Management

**COURSE OUTCOMES**

CO1: Familiarize the students with the contemporary marketing concepts & practices.

CO2: Illustrate the applications of Marketing Mix decisions.

CO3: Provide knowledge on the development of Marketing strategies

**Time: Three Hours**

**Maximum Marks: 100**

**Case Study:-**

**PART A (1 x 20 = 20 Marks)**

1. Toyota Kirloskar Motors has launched Innova Touring Sport, a new edition of its multi-purpose vehicle in India at Rs 17.79 lakh-Rs 22.15 lakh (ex-showroom Delhi). CO3 [K<sub>6</sub>]  
The Innova Touring Sport has been launched in petrol and diesel versions.  
For the diesel version, the price starts at Rs 18.91 lakh. The car is available in 'Wildfire (red)' and 'White Pearl Crystal Shine' colours. The new variant comes with SUV-like styling with changes in exterior as well as interiors of the vehicle.  
An automatic version is also available with both the fuel options. The Innova Touring Sport comes with many features including seven airbags, vehicle stability control (VSC) and hill-start assist control (HAC).  
"Brand Innova has maintained its number one position in the segment ever since its launch in 2005 and the Innova Crysta continued this legacy," TKM Director and Senior Vice President (Sales & Marketing) N Raja said. The Innova Touring Sport enhances the same brand equity by offering a distinct style to a market that wants both the comfort and feel of a MPV and the style of a SUV, The vehicle has been conceptualised, designed and developed to symbolise a modern and sporty MPV with a distinguished statement for the young and modern customers.

**Questions**

Propose a Marketing Plan for the Product Innova Touring Sport.

**Answer all the Questions:-**

**PART B (10 x 2 = 20 Marks)**

- |  |          |
|--|----------|
| 2. Differentiate between Selling and Marketing.                  | CO1 [K1] |
| 3. What is Cause related Marketing?                              | CO1 [K1] |
| 4. Relate customer value and value chain.                        | CO1 [K1] |
| 5. Differentiate between Point of Parity and Point of Difference | CO1 [K1] |
| 6. What is Product hierarchy?                                    | CO1 [K1] |
| 7. Compare waisentee and quasetee.                               | CO1 [K1] |
| 8. What is Private labels?                                       | CO1 [K1] |
| 9. What is Psychological Pricing?                                | CO1 [K1] |
| 10. Compare logistics and supply chain management.               | CO1 [K1] |
| 11. What is Catalog Marketing?                                   | CO1 [K1] |

**PART C (4 x 15 = 60 Marks)**

- |  |                       |
|--|-----------------------|
| 12. (a) What are the five different marketing management orientations? Justify each of them with appropriate examples and state why that orientations is relevant today.           | CO2 [K <sub>5</sub> ] |
| <b>(OR)</b>  |                       |
| (b) List some demographic trends of interest to marketers in your city/district and discuss whether this trend pose opportunities and threats for marketers of fashion accessories | CO2 [K <sub>4</sub> ] |
| 13. (a) Propose a feasible Segmentation, targeting and positioning strategy for a food products manufacturing company.   | CO3 [K <sub>6</sub> ] |
| <b>(OR)</b>  |                       |
| (b) Describe the five stages of product life cycle. Identify a product class, product form or brand that is in each stage with suitable examples.                                  | CO2 [K <sub>3</sub> ] |
| 14. (a) Explain the methods of managing integrated marketing communication.  | CO2 [K <sub>2</sub> ] |
| <b>(OR)</b>  |                       |
| (b) For any agricultural product of your choice discuss the factors which have to be considered in the choice of a channel of distribution   | CO3 [K <sub>6</sub> ] |

15. (a) Explain principles of selling and directing marketing. CO2 [K<sub>2</sub>]  
List the tools of sales promotion..

**(OR)**

- (b) “Spending on advertising is like searching for a black cat in a dark room where the cat exists or not, you may not know”. Critically evaluate the statement CO3 [K5]

\*\*\*\*\*