KUMARAGURU
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Register Number: …………………

MBA DEGREE EXAMINATIONS: JAN 2023

(Regulation 2021)

First Semester

MASTER OF BUSINESS ADMINISTRATION

P21MBC1108**:** MARKETING MANAGEMENT

COURSE OUTCOMES

CO1: Demonstrate a conceptual knowledge in the functional areas of marketing management and its application on business ventures.

CO2: Explain how marketing creates value for the consumer and managing customer relationships.

CO3: Design marketing plans using appropriate STP and Marketing Mix elements.

CO4: Apply skills to identify and resolve issues related to marketing management quantitatively.

Time: Two Hours   Maximum Marks: 50

PART A (Case Study) (1Q x 18 Marks = 18 Marks) Compulsory

1   Zomato, one of India's leading Food Service Aggregators (FSAs), was   CLO2 [K5]
engaged in a conflict with restaurant partners over its practice of
offering high discounts to customers. On August 15, 2019, hundreds
of restaurants under the National Restaurant Association of India
(NRAI) launched a logout campaign and delisted themselves from
platforms of FSAs such as Zomato, EazyDiner, Nearbuy, Magicpin,
and Dineout, alleging that the aggregators had distorted the food
service sector through aggressive discounting and predatory pricing,
which hurt the core value proposition and bottom line of restaurants.
Zomato, in particular, came under severe criticism as its premium
subscription-based dining out service Zomato Gold (ZG) had 6,500
restaurants partners and a total of 1.1 million subscribers in India as of
August 2019. As part of the campaign, around 2,500 restaurants
logged out from the ZG service. Zomato's co-founder and CEO
Deepinder Goyal (Goyal) urged restaurants to stop the logout
campaign in the interest of consumers. He admitted that Zomato had
made some mistakes and tweaked the ZG program. However, NRAI
refused to accept the modified version of the plan, saying that the
corrective measures would not resolve the key issue of deep discounts.
Goyal then said he would stand by the changes made. He even
expanded the ZG service to food delivery. However, time was fast
running out for Goyal as Zomato ran the risk of being overtaken by
rivals. He would have to resolve the issue quickly in the best interests
of all the stakeholders.

- Explain the issues and challenges in operating a platform business, particularly in the food service sector.
- Assess the pros and cons of sales promotions such as loyalty programs and discounting.
- Critically evaluate the Zomato Gold loyalty program, and understand the reasons for the conflict between Zomato and its restaurant partners.

PART B (2Q x 4 Marks = 08 Marks) Answer any 2 Questions

2   Compare various environmental factors based on the pandemic perspective and analyze its relevance to Market Intelligence system.   CLO1 [K4]

3   Identify the factors influencing the buying behaviour of consumers. Select the best metrics in understanding the consumer behaviour and to improve customer retention.   CLO2 [K3]

4   Explain the various opportunities in Process and Physical Evidence in 5Ps of Marketing and how this can help in Price determination policies.   CLO3 [K5]

Part – C (3Qx8 Marks = 24 marks) Answer Any 3 Questions

5   'A firm is abusing segmentation when it becomes short run oriented rather than long run oriented'- Explain your views on this statement with significant illustrations.   CLO3 [K5]

6   Explain the bases of Segmenting in consumer markets and the need for strategies in market segmentation with a suitable example.   CLO3 [K5]

7   Assume, that you are appointed as a sales person in Naukri for corporate sales. Evaluate the roles and influences of different personnel in buying center and recommend strategies to successfully cross all the levels of the buying center.   CLO3 [K5]

8   Evaluate the types of promotion strategies used by Wal-Mart and assess their suitability with reference to international locations.   CLO3 [K5]

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