

D 42897

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Name.....

Reg. No.....

SECOND SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2018

(CUCSS)

M.B.A.

BUS 2C 10—MARKETING MANAGEMENT

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

*Answer the following questions.
Each question carries 1 weightage*

1. Distinguish between production concept and marketing concept
2. What is demographic environment ?
3. What is marketing information system ?
4. Explain penetration pricing.
5. Explain market skimming.
6. What is brand equity ?

(6 × 1 = 6 weightage)

Part B

*Answer any four of the following.
Each question carries 3 weightage*

7. Identify the broad segments in the mobile market with associated benefits.
8. How do the uses of qualitative and quantitative research differ in marketing ?
9. What is green marketing ?
10. What is the role of marketing research ?
11. How is advertising effectiveness measured ?
12. Explain the significance of marketing for non business organizations.

(4 × 3 = 12 weightage)

Turn over

Part C

Answer any three of the following.
Each question carries 4 weightage.

13. How is promotion mix planned ?
14. How are appropriate media selected for communication ?
15. What is strategic marketing ?
16. What are the factors influencing distribution decision ?
17. How is marketing control system established ?

(3 × 4 = 12 weightage)

Part D

Answer the compulsory question (6 weightage).

18. Sea side resort was located in a popular beach close to the capital city in Goa. The resort has 50 rooms, all air conditioned, including 10 executive suites. It had a restaurant with bar and a swimming pool. Traditionally the resort was reasonably priced to attract the tourists. Recently the management has found that many business customers also stay in the resort due to its proximity to the city. The resort has a travel desk as well as a business centre. The resort also arranges conducted tour for tourists. The pricing of the hotel varied based on the tourist season. During off tourist season many of the rooms used to go vacant in the resort while during peak tourist season the resort had to refuse accommodation to many tourists. The management observed that the business customers were less price sensitive compared to the leisure travellers. Also the bookings for the business customers were done by the corporate office.

- (a) What should be the future strategy of the resort with respect to its changing customer profile?
- (b) Create a marketing plan to complement the strategy.

(1 × 6 = 6 weightage)