

C 23469

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Name.....

Reg. No.....

**SECOND SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, JULY 2022**

M.B.A. (CUCSS)

BUS 2C 10—MARKETING MANAGEMENT

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

Part A

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

1. Define Marketing.
2. What is meant by market segmentation ?
3. What do you mean by physical distribution ?
4. Define product mix.
5. Explain marketing control.
6. Define price skimming.

(6 × 1 = 6 weightage)

Part B

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

7. Highlight the importance of consumer behaviour.
8. Mention the tools of promotional mix. Explain any *two*.
9. Differentiate selling concept and marketing concept.
10. What are the methods of data collection ?
11. Discuss Four P's of marketing mix.
12. How does customer react to a purchase dis-satisfaction ?

(4 × 3 = 12 weightage)

Turn over

Part C

Answer any **three** of the following question.

Each question carries 4 weightage.

13. Some of the environmental factors are controllable where as others are beyond the control of firm. Discuss.
14. Explain the stages in consumer buying decision.
15. What is meant breadth, depth and consistency of product mix ? Explain by giving suitable examples.
16. What is a new product ? How is it developed ?
17. What are the factors which influence consumer behaviour in the purchase of a Product ?

(3 × 4 = 12 weightage)

Part D

18. Answer the *compulsory question* (6 weightage) case study -[*compulsory*] :

Marketing and distribution of Mushroom

Krishanth and Thanush are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of Mushrooms.

Mushrooms are known to be the best alternative food for vegetarians. For Krishanth and Thanush fund raising was a serious handicap for mass production. However the First trial batch of Mushrooms that they produced was bought by star Hotel in Bangalore.

Now Mushroom Industry is run by small entrepreneurs like Krishanth and Thanush. Another big player M/s Gagan Mushrooms, equipped with cold storage facility was more interested in export market.

Krishanth and Thanush have set their sights high. They aim to sell Mushrooms in a very big way all over India. Mushrooms have great market potential and are a perishable food.

Questions :—

- a) How will you advice Krishnath and Thanush, as how to increase the consumer awareness about this new food.
- b) What would be your suggestions for distribution channel for Mushroom ?

(2 × 3 = 6 weightage)