PG – 1080

I Semester M.B.A. Degree Examination, February 2016
(CBCS) (2014-2015 and Onwards)
MANAGEMENT
Paper – 1.5 : Marketing for Customer Value

Time : 3 Hours   Total Marks : 70

SECTION – A

Answer any five questions. Each question carries five marks.   (5×5=25)

1. What are the major societal forces that affect marketing in the current scenario ? Illustrate your answer.

2. What is meant by relationship marketing ? Explain using suitable examples.

3. What are the phases of value creation and delivery in marketing ? Discuss briefly.

4. What is a core competency ? How can it be made sustainable ?

5. What are different buying situations faced by Organizational Buyers ?

6. What is brand positioning ? Explain with illustrations and examples.

7. What is green marketing ? Write briefly on green marketing myopia.

SECTION – B

Answer any three questions. Each question carries ten marks.   (3×10=30)

8. Explain the concepts of (a) Defense strategies, (b) General attack strategies, (c) Market challenger strategies, (d) Market follower strategies, (e) Market nicher strategies.

9. What is strategic brand management ? Explain the steps in strategic brand management.

10. What is a product ? Explain the different product levels with suitable examples.

11. What is meant by segmentation ? How are consumer markets segmented ?

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SECTION – C

(Case Study)

This Section is **compulsory** : {1×15=15}

12. Storage boxes for kitchen storage, that are of different sizes, and are available in sets, are to be marketed by a Marketing Company. They may be used mainly for storing food and are made from food grade plastic. Given the arguments against the use of plastics, the Company is finding it difficult to market the product. You have been just employed by this Marketing Company. You are challenged to (a) Find a target market for the product, (b) Consider suitable segmentation and position the product for this segment, (c) Discuss the marketing communication for the product along with the selection of media.