

**Code No: BA1908**

**R14**

**MBA II Semester Regular Examinations, August 2015**

**MARKETING MANAGEMENT**  
**(Master of Business Administration)**

**Time : 3 Hours**

**Max. Marks : 60**

**Note: Answer All Sections of Questions.**

**All Questions from Section- A are to be answered at one place.**

**SECTION-A**

**6×2 = 12M**

1. Marketing Vs Selling
2. Concentrated marketing
3. Silent salesman
4. Umbrella branding
5. Multi brand
6. Annual plan control

**SECTION-B**

**3×12= 36M**

1. a) Explain the difference between the consumer markets and industrial markets with suitable examples?

**(OR)**

- b) Briefly explain the stages and strategies in the Product Life Cycle?
2. a) Describe the pricing policies commonly used by marketers?

**(OR)**

- b) What is meant by positioning? Explain the positioning strategies for a new product for children?
3. a) Describe different channel systems for FMCG products with examples ?

**(OR)**

- b) "Internet has changed the way the business and marketing is done." Do you agree with the statement? Give cons and pros for the statement?

## SECTION-C

1×12= 12M

### CASE STUDY

#### Solar Cars – A Green Initiative

Anubhav is a young automobile engineer. After putting in a few years in a big automobile company as a manager, Anubhav now wants to be an entrepreneur and set up his own car manufacturing unit. With his constant hard work, innovation, and risk taking ability, he wants to do something big and different. His main aim is not just to earn profits but to bring in a positive change in the world. He wants to venture into products that are future oriented. That is why he thought of producing and selling solar cars. He plunged into the venture as the product was eco-friendly. More over, he got government support as well in the form of loans. For this he also had to set up solar stations for the charging of cars. The venture was interesting, future-oriented but equally risky, since large amounts of money were invested. Anubhav successfully launched the new car and set up a few stations as well initially in the metros. After two years of launch, the company is still not able to capture a sufficiently large market.

#### Questions:

1. Do you think the next generation will accept Anubhav's entrepreneurial initiative to launch a green car?
2. How can Anubhav deal with the tough competition being given by traditional car manufacturing companies?
3. Do you think that Anubhav took the right decision by venturing into green cars?

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