PAPER ID-411340

Subject Code: KMBN105

Roll No: | | | | | | | | | | | | | |

MBA
(SEM I) THEORY EXAMINATION 2021-22
MARKETING MANAGEMENT

Time: 3 Hours ***Total Marks: 100***

Note: Attempt all Sections. If you require any missing data, then choose suitably.

Section-A **(10X2=20)**

Q. No.		Question	Marks	CO
1.	**A**	Define Market.	2	1
	B	Identify consumer market with example.	2	1
	C	Write about Geographic segmentation.	2	2
	D	Outline Brand positioning with examples.	2	2
	E	List the different stages of PLC.	2	3
	F	Define Diffusion of Innovation.	2	3
	G	Compare By-Product and captive product pricing.	2	4
	H	Elaborate AIDA.	2	4
	I	Describe Gray market.	2	5
	J	Explain licensing with example.	2	5

Section-B

Attempt any *TWO* of the following: **(15X2=30)**

Q. No.	Case Analysis	Marks	CO

The Hershey Company, commonly known as Hershey's, is an American multinational company and one of the largest chocolate manufacturers in the world. It also manufactures baked products, such as cookies, cakes, milkshakes, drinks, and many more that are produced globally. Hershey's chocolate is available across the United States, and in over 60 countries worldwide They have three large distribution centers, with modern technology and labour management systems.

The first plant outside Hershey opened on June 15, 1963, in Smiths Falls, Ontario, and the third opened on May 22, 1965, in Oakdale, California. In February and April 2007, Hershey's announced that the Smiths Falls and Oakdale plants would close in 2008, being replaced in part by a new facility in Monterrey, Mexico. The Oakdale factory closed on February 1, 2008. Hershey chocolate factory in São Roque, Brazil, was opened in August 2002. Hershey's Asia operations were largely supplied by their plant in Mandideep, India

On September 18, 2012, Hershey opened a new and expanded West Hershey plant. The plant was completed at a budget of $300 million. On March 9, 2018, Hershey broke ground to expand its Kit Kat manufacturing facility in Hazle Township, Pennsylvania. The expansion project has a $60 million budget and is expected to create an additional 111 jobs at the facility. In addition, Hershey is a member of the World Cocoa Foundation.

The company wants to have presence in the countries having hot climatic conditions. It is not so easy to enter in various countries having some legal and technical issues. Keeping the current market condition and their product into consideration, the existing team was unable to expand. For this purpose, they have hired 2 senior persons one in Supply Chain and other in Marketing Communication.

2	Analyse the SWOT and PESTEL of Hershey's in other countries having hot climatic conditions.	15	4
3	Being the Supply Chain Head of chocolate division, suggest the best suitable channel of distribution and the mode of transport in hot climatic countries	15	4
4	As the MARCOM head, design the promotion strategies and tools for making the target audience, aware about your product in those countries.	15	5

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Section-C

Attempt all of the following **(5X10=50)**

Q. No.	Question	Marks	CO
5	Determine the stages of consumer buying behaviour of a normal consumer when he is willing to purchase a flat for his own. OR Illustrate the concept of 4Ps vs 4Cs and the extended Marketing Mix for services with examples	10	1
6	Demonstrate the STP process taking cosmetics as an example. OR Illustrate Brand, Brand Equity and Brand positioning with examples from FMCG industry	10	2
7	Explain the concept of product. Distinguish between the different levels of products with examples. OR Explore the different Global Pricing methods available for new or existing companies.	10	3
8	Evaluate the Key Performance Indicator while choosing any distribution system. Explain the concept of distribution intensity with examples OR Explain advertising in detail and evaluate its different budgetary approaches taking examples from industry.	10	4
9	Explain the push and pull factors for going in global market. Assess the various decisions in global marketing. OR Justify CRM as a new tool for making brand loyal customers. Explain the significance and types of CRM.	10	5

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