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Sub Code: KMBN105
Roll No.

MBA
(SEM I) THEORY EXAMINATION 2022-23
MAKETING MANAGEMENT

Time: 3 Hours *Total Marks: 100*

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

SECTION A

1. Attempt *all* questions in brief. **2 x 10 = 20**

(a) How marketing is a social process?
(b) Write the different elements of Marketing Mix.
(c) What is value delivery process?
(d) What is the concept of Brand?
(e) What is meant by positioning?
(f) What is labelling?
(g) What do you mean by penetration pricing?
(h) Define the concept of sales promotion.
(i) What is advertising copy?
(j) What is the meaning of indirect exporting?

SECTION B

2. Attempt any *two* of the following: **15x2=30**

CASE STUDY

The industry in which AXE operates has been segmented by Unilever based on the variables such as Gender, age, income, region, behavioral characteristics, attitude etc. Undifferentiated targeting strategy is used by the brand, as the Men have been the target audience for the offerings of the company. AXE has positioned itself as a brand questioning the status quo of the male population and breaking the stereotypes. It uses user benefit based positioning strategy. A multi-channel strategy is used by the company to make the AXE brand of products available to the customers. It distributes the products through different mediums such as distributors, retailers, resellers, pops & mom stores, and e-commerce sites.

(a) Analyse the STP strategy adopted by AXE.
(b) How Axe uses multiple distribution strategy in Indian market? Discuss.
(c) How AXE has broken the stereotype of Indian male population? Discuss.

SECTION C

3. Attempt any *one* part of the following: **10x1=10**

(a) Explain the different stages of consumer buying decision process.
(b) Briefly explain the various types of consumer buying behaviour.

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4. **Attempt any *one* part of the following:** **10x1=10**

(a) Discuss the different target market strategies.

(b) Briefly explain the brand building strategies.

5. **Attempt any *one* part of the following:** **10x1=10**

(a) Explain Product life cycle and its importance.

(b) Discuss the different stages of new product development process.

6. **Attempt any *one* part of the following:** **10x1=10**

(a) What is channel management? Discuss the different factors involved in channel management.

(b) Discuss the objectives and importance of Advertising?

7. **Attempt any *one* part of the following:** **10x1=10**

(a) Illustrate the opportunities and challenges of green marketing.

(b) What are the different entry strategies of global market? Discuss.

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