

Code No: MB1923/19

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY-GURUJADA
VIZIANAGARAM**

**MBA II Semester Regular & Supplementary Examinations, June-2025
Marketing Management**

Time: 3 Hours

Max. Marks: 75

***Answer any FIVE Questions, One from Each Unit
Question No.11 is Compulsory***

UNIT-I

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|----|---|--|----|
| 1. | a | Why is it necessary to scan the marketing environment? | 6M |
| | b | What is societal marketing? Explain with examples. | 6M |

OR

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|----|---|--|----|
| 2. | a | Write about needs and wants in marketing. | 6M |
| | b | Distinguish between selling and marketing. | 6M |

UNIT-II

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| 3. | a | What are the bases for market segmentation? | 6M |
| | b | Explain the product positioning with examples. | 6M |

OR

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| 4. | a | What are the three strategic options in the management of demand? | 6M |
| | b | How do you develop and communicate a position strategy? Explain with examples. | 6M |

UNIT-III

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| 5. | a | Narrate the stages in the product life cycle. | 6M |
| | b | What are the selling points of a product? Comment on product mix. | 6M |

OR

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| 6. | a | Discuss the objectives of pricing. | 6M |
| | b | Write about maximum retail price and new product pricing. | 6M |

UNIT-IV

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| 7. | a | Describe the various elements of marketing communication mix. | 6M |
| | b | Define integrated marketing communication. What are its objectives? | 6M |

OR

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| 8. | a | 'Sales promotion is a link between advertising and personal selling.' Elucidate. | 6M |
| | b | Discuss the methods of compensating salesforce. | 6M |

UNIT-V

9. a Define a channel of distribution. Indicate its relative importance. 6M
b Discuss the various techniques used for controlling an annual plan with examples. 6M

OR

10. a Narrate the steps involved in the implementation of a marketing strategy. 6M
b What is exclusive distribution channel? State its merits and demerits. 6M

CASE STUDY

- 11 Dental care, toothpaste was test marketed by XYZ Company. The brand was similar to Colgate in taste and packaging. The Media advertising highlighted the herbal properties of Dental care which were akin to promise. Two months after the launch tracking study revealed that Dental care has achieved 12%trial rate and a 1%repeat purchase rate. The results were not as per expectations of the company as they had targeted a market share of 10%. After due analysis it was revealed that while the initial trail and repeat rate was satisfactory for the product category yet it was felt that media advertising has not been able to induce enough people to try the product. It was therefore felt that if trail rate could be increased to 40% and repeat purchase rate to 25% the brand could achieve its targeted market share of 10%. Dependence purely on advertising was ruled not being very expensive. 15M

Questions:

- (a)What are the alternatives available to XYZ Company?
(b) How do you plan for achieving 10%market share for Dental care?