

[21001/21101]

**M.B.A./M.B.A. TOURISM & HOSPITALITY**

**DEGREE EXAMINATIONS**

**SECOND SEMESTER**

**Paper - I : MARKETING MANAGEMENT**

*(W.E.F 2016-17 Admitted Batch)*

*(Common for M.B.A. & M.B.A.T & H)*

**Time : 3 Hours**

**Maximum : 75 Marks**

**SECTION - A**

**I. Answer any FIVE of the following questions.**

**(5×4=20)**

1. Characteristics of service marketing.
2. What is Targeting?
3. Salient features of product differentiation.
4. Channels of distribution.
5. What is Green Marketing?
6. Marketing Information System.
7. Explain competitive marketing strategies.
8. Explain marketing Research Process.

**SECTION - B**

**II. Answer the following.**

**(5×8 =40)**

1. a) What is Marketing? Explain briefly the process of marketing planning and strategy.

**(OR)**

- b) Write briefly about Micro and Macro environment factors influencing various marketing decisions.

2. a) Write about the nature, scope and importance of understanding consumer behavior.

**(OR)**

- b) What is Market Segmentation? Explain the process of market segmentation.

3. a) What do you mean by product mix? Write about the various product line decisions.

(OR)

- b) What are the stages in New Product Development process? Explain with suitable examples.

4. a) Write about the factors influencing price determination.

(OR)

- b) Distinguish between the channel design decisions and channel Management decisions.

5. a) What is online marketing? Explain briefly the challenges and promises of Online marketing.

(OR)

- b) Enumerate the emerging trends in marketing in India.

### SECTION - C

### III. Case Study (Compulsory)

(1×15 = 15)

Jayanthi Krishna is manufacturing and selling fashionable garments for ladies of the upper income group: she manufactures her own garments by setting up a semi-automatic plant and getting orders for customized garments and garments of high quality fashion wear under the name of "dream". She is getting orders through sales girls who are based in different markets of the state. The sales force calls on garment dealers specializing in high fashion wear and departmental stores. The sales girls are working on straight commission basis.

She has recently entered a new line of fashion for selling imported perfumes from abroad. This line has a great promise of sales and requires a different sales forces as these sales girls will have to call upon different outlets and different departments in departmental store. The owner wonders as to what kind of compensation would suit the sales girls of the new line of product as these sales girls are required to sell in small quantities to a wider range of outlets. The high fashion garments sales girls are selling to bigger stores in a greater volume and are content with straight commission plan.

#### Questions:

1. What kind of compensation would you recommend for the new sales girls?
2. Would there be a conflict or friction in the two groups of the sales girls and how would you avoid it?
3. What kind of sales plan would inspire cosmetic sales girls to call on a large number of small accounts?