

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)

CLASS: MBA
BRANCH: MBA

SEMESTER : I
SESSION : MO/18

SUBJECT: MT404 MARKETING MANAGEMENT

TIME: 3 HRS.

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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- Q.1(a) How will an understanding of Social and cultural background of the target market help a marketer of mobile services in designing his Marketing Mix? Explain [5]
- Q.1(b) Recommend suitable distribution channel for a new brand of liquid milk to be launched by a local dairy in your state. [5]
- Q.2(a) With suitable examples explain the defense strategies that a Market Leader can adopt in an emerging market. [5]
- Q.2(b) Explain the use of analysis of 'Points of Parity' and 'Points of Differences' for deciding the positioning strategy. [5]
- Q.3(a) A Marketer should try to prolong the Maturity phase of his product as much as possible. Recommend suitable strategies for a marketer of a leading Hair Oil brand to accomplish this in the Indian market. [5]
- Q.3(b) How would you set the price of a new brand of Green Tea to be launched by a leading beverage company in India? [5]
- Q.4(a) Compare the suitability of Advertising as a tool of communication for Consumer Marketing with its suitability for Industrial Marketing. [5]
- Q.4(b) Describe the characteristics of Variability and Inseparability of Services. [5]
- Q.5(a) Write a note on the BCG Matrix [5]
- Q.5(b) Write a note on Classification of Store Formats [5]

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