

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

CLASS: MBA/PRE-PHD
BRANCH: MBA

SEMESTER : I/NA
SESSION : MO/19

SUBJECT: MT404 MARKETING MANAGEMENT

TIME:3:00 HOURS

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 psychological and personal attributes of the target market help a marketer of personal care products in designing his Marketing strategies? Explain. [5]
- Q.1(b) Recommend suitable distribution channel for a regional brand of confectionery products that proposes to expand all across the country. [5]
- Q.2(a) Explain the strategies that a Market Leader uses to expand the total market. [5]
- Q.2(b) A multinational FMCG company has decided to introduce a new brand of toothpaste in India. Suggest suitable bases for segmenting the market for them. [5]
- Q.3 A start-up enterprise has launched a mobile app-based service of home delivery of fresh liquid milk to residents of your city. What are the challenges he will face in the introduction phase of the Life Cycle of his Service? Suggest suitable strategies for the company to meet the challenges successfully. [10]
- Q.4(a) Explain the process that you will follow for setting the price of a new brand of herbal Liquid Soap to be launched by a leading Multinational Consumer Product company in India. [5]
- Q.4(b) Comment on the significance of Marketing Communication in the Marketing Mix. Compare the importance of Advertising and Personal selling for consumer marketing. [5]
- Q.5(a) Write a note on Business Portfolio Evaluation. [5]
- Q.5(b) Write a note on Distinctive Characteristics of Services. [5]

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