

**CBCS SCHEME
MARKETING MANAGEMENT
MODEL QUESTION PAPER**

Time: 3 hrs

Max.Marks:100

Note: 1:Answer any four questions from Q.No.1 to Q.No.7.

2:Question No.8 is compulsory

- 1** a. Define Marketing. (3 marks)
 b. Briefly explain the product oriented concept and customer oriented concept. (7 marks)
 c. Explain the contemporary Indian Marketing Environment. (10 marks)
- 2** a. What is market segmentation? (3 marks)
 b. Explain the concept of Buying motives in marketing environment. (7 marks)
 c. Explain in detail the various bases for segmenting consumer markets. (10 marks)
- 3** a. What is Branding? (3 marks)
 b. Explain in detail the various product differentiation strategies. (7 marks)
 c. Explain in detail the growth phase and Maturity phase of PLC. (10 marks)
- 4** a. What is Supply chain management? (3 marks)
 b. Explain in detail channel management decisions. (7 marks)
 c. Explain the various Pricing strategies. (10 marks)
- 5** a. What is direct marketing? (3 marks)
 b. Explain AIDA model with suitable example. (7 marks)
 c. Explain the different steps involved in developing effective communication. (10 marks)
- 6** a. What is personal selling? (3 marks)
 b. Explain the various components of Marketing Audit. (7 marks)
 c. Explain the various tools and techniques of sales promotion. (10 marks)
- 7** a. What is m-Commerce? (3 marks)
 b. Explain the steps involved in Marketing planning. (7 marks)
 c. Bring out the steps involved in Publicity and Public relations. (10 marks)

8 Case study:

Indian Refrigerator Market

India's Refrigerator market estimated at Rs. 2750 Cr. is catered mainly by 10 brands. The annual capacity is estimated at around 4.15 million units is running head of demand of 1.5 millions. As there is a demand and a surplus supply, all the manufacturers are trying out for

new strategies in the market.

Times have changed and also the buying behaviour of the customer. Earlier it was cash and carry system. Now dealers play an important role in selling; now the systems isexchange for old “bring your old refrigerator and take a new one with many gifts”.

A new company by name Electrolux has entered the market which has acquired Allwyn, Kelvinator and Voltas brand. Researchers have revealed that urban and city sales are declining and hence all manufacturers are trying to concentrate on rural markets.

Electrolux strategy is customisation of market, with special attention to the Northern and Southern India markets, while Godrej the main player thinks that dealer network in rural market for sales and service will be beneficial and is trying to give more emphasis on dealer network, whereas Whirlpool has adopted the strategy of increasing the dealer network by 30%.

The market shares of the major players are as follows:

- Godrej 30%
- Videocon 13%
- Kelvinator 12%
- Allwyn 10%
- L.G 1%
- Others 1%

Questions:

1. Could the refrigerator market be segmented on geographical base planned by Electrolux? **(5 marks)**
2. What would be the marketing mix for ruralmarket? **(5 marks)**
3. Would 125 L and 150 L models be an ideal choice to launch in ruralmarket? **(10marks)**

First Semester MBA Degree Examination
20MBA15 Model Question Paper

Time: 3 Hrs

Max. Marks: 100

Note: 1. Answer any *FOUR* full questions from Q.No.1 to Q.No.7
2. Q.No.8 is compulsory

1. a. **What is Neuro Marketing?** (03 Marks)
b. **Explain the 3V concept?** (07 Marks)
c. Explain the techniques used in environment analysis. (10 Marks)
2. a. What is Consumer Behaviour? (03 Marks)
b. Briefly explain the Black box model of consumer behaviour. (07 Marks)
c. Explain in detail the bases for segmenting consumer markets. (10 Marks)
3. a. Define product. (03 Marks)
b. What is a brand? What are the different types of branding? (07 Marks)
c. Explain segmentation, targeting and positioning. (10 Marks)
4. a. What are the factors that influence pricing? (03 Marks)
b. Explain the factors affecting channel choice. (07 Marks)
c. **Explain the distinction between distribution logistics and supply chain management.** (10 Marks)
5. a. **What is Digital Marketing?** (03 Marks)
b. Explain the different types of advertising budget. (07 Marks)
c. Explain AIDA Model. (10 Marks)
6. a. What is MkIS? (03 Marks)
b. Bring out the difference between push and pull strategies of promotion. (07 Marks)
c. Explain the various techniques of sales promotion. (10 Marks)
7. a. What is e-Networking? (03 Marks)
b. Explain the steps involved in personal selling. (07 Marks)
c. **Explain Indian Contemporary marketing environment. (1)** (10 Marks)

8. CASE STUDY (Compulsory)

Marketing and Distribution of Mushroom

Sachin and Virag are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms.

Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virag fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotel in Bangalore. Further, the hotel placed orders for supply of 20 kgs every day.

Now mushroom industry is run by small entrepreneurs, like Sachin and Virag. Another big player M/s Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market.

Sachin and Virag have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food.

Questions

- A. How will you advise Sachin and Virag, as how to increase the consumer awareness about this new food? (10 Marks)
- B. What would be your suggestions for distribution channel for mushrooms? (10 Marks)

VTUI MODEL QUESTION PAPER - CBCS SCHEME

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20MBA16

First Semester MBA Degree Examination,...../.....2021 Managerial Communication

Time: 3 hrs.
Marks: 100

Max

Note: 1. Answer Any Four Questions from Q.No.1 to Q.No. 7.

2. Question No. 8 is Compulsory.

1. a. Define communication. (03Marks)
b. Explain the various negotiation strategies. (07Marks)
c. Discuss the 3X3 writing process of business communication. (10Marks)
2. a. What is interview? (03Marks)
b. Explain the factors effecting media choices. (07Marks)
c. "Nonverbal communication speaks louder than words". Comment. (10Marks)
3. a. What is online presentation? (03Marks)
b. "Pen is mightier than sword". Explain the statement, elaborating the strengths of written communication. (07Marks)
c. Discuss in detail the process of communication. (10Marks)
4. a. What is conflict? (03Marks)
b. Describe the different types of visual used for business presentation. (07Marks)
c. Write a complaint letter to the sales manager of M/S Ramoji Electronics Ltd., Delhi from M/S Suresh Electronics, Agra about received damaged electronics goods. (10Marks)
5. a. What is listening? (03Marks)
b. Elaborate on the barriers in effective communication. (7Marks)
c. Write a job application letter to the Personnel Manager, Jai Jawan Company, Nashik in response to an advertisement in 'Bhuvan' daily newspaper for the post of Welfare Officer. (10Marks)
6. a. What is a case? (03Marks)
b. Explain the different formal communication channels in an organization. (7Marks)
c. Your college wishes to setup a new computer lab & needs to buy 50 computers. Write a letter of enquiry to Saraswathi Computers enquiring price & other details. (10Marks)
7. a. What is interview? (03Marks)
b. Discuss the types of reports. (07Marks)
c. Elaborate on the 10 steps in pitching. (10Marks)

8. Case Study:

David is a 35 year old who is a foodservice manager at a casual dining restaurant. He is responsible for supervising and managing all employees in the back of the house. Employees working in the back of the house range in age from 16 to 55 years old. In addition, the employees come from diverse cultural and ethnic backgrounds. For many, English is not their primary language.

Employees receive "on the job training" about food safety basics (for example, appropriate hygiene and hand washing, time/temperature and cleaning and sanitizing). But with high turnover of employees, training is often rushed and some new employees are put right into the job without training if it is a busy day.

One day David comes to work and is rather upset even before he steps into the restaurant. Things haven't been going well at home and he was lucky to search through some of the dirty laundry and find a relatively clean outfit to wear for work. He admits he needs haircut and good hand scrubbing especially after working on his car last evening. When he walks into the kitchen he notices several cups of cream cakes out in the kitchen area. It appears these have been sitting at room temperature for quite some time. David is frustrated and doesn't know what to do. He feels like he is beating his head against a brick wall when it comes to getting employees to practice food safety.

David has taken many efforts to get employees to be safe in how they handle food. He has huge signs posted all over the kitchen with these words: KEEP HOT FOOD HOT AND COLD FOOD COLD and WASH YOUR HANDS ALWAYS and OFTEN. All employees are given a thermometer when they start so that they can temp food. Hand sinks, soap and paper towels are available for employees so that they are encouraged to wash their hands frequently.

Questions:

1. What are communication barriers David faces? **(05Marks)**
2. What are the areas David should improve on him to be a role model for his staff? **(05Marks)**
3. What are some ways David might use effective communication as a motivator for employees to follow safe food handling practices? **(5Marks)**
4. How can David overcome the challenges he faces? **(5Marks)**

VTU MODEL QUESTION PAPER = CBCS SCHEME

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20MBA16

First Semester MBA Degree Examination,...../.....2021

Managerial Communication

Time: 3hrs.

Max.Marks:100

Note: 1. Answer any four full questions from Q1 to Q7.

2. Question No.8 is compulsory.

- 1 a. Define communication. (03 Marks)
b. Discuss the 3X3 writing process for business communication. (07 Marks)
c. Explain the process of case analysis. (10 Marks)
- 2 a. What is an Agenda? (03 Marks)
b. Explain the various types of interviews? (07 Marks)
c. Discuss the different types of Non-verbal communication. (10 Marks)
- 3 a. What is pitching? (03 Marks)
b. Explain the 7C's of successful communication. (07 Marks)
c. SLN cosmetics Ltd. has advertised for the post of Management Trainee. Draft a covering letter and CV to apply for this post. (10 Marks)
- 4 a. What is dead lock in Negotiation? (03 Marks)
b. Explain the principles of oral communication. (07 Marks)
c. Explain the different barriers of communication. (10 Marks)
- 5 a. What is the purpose of writing? (03 Marks)
b. What steps you will take for preparing and delivering a presentation of a sales forecast to the Board Of Directors? (07 Marks)
c. Discuss the impact of technological advancement on business communication. (10 Marks)
- 6 a. What is Employment Interview? (03 Marks)
b. Discuss the common reasons for holding of the meetings. (07 Marks)
c. Draft a memo as a MD of an organization to the various department heads regarding ban on cigarette smoking. (10 Marks)
- 7 a. What are persuasive letters? (03 Marks)
b. What is blog? Briefly explain the steps involved in creating a blog. (07 Marks)
c. Explain the process of 2way communication with neat diagram. (10 Marks)
8. Case Study [Compulsory]
SLN garments, a medium sized family concern, started as a small company in Bangalore. In a span of 10 years, the company had recorded an annual sales turnover of over Rs.200 crores, with over 4000 employees, in the 3 different manufacturing locations in Karnataka,

with a wide dealer network. However, as the company grew from a small to large one, the company CEO, Mr.Sai, felt that the communication was suffering. This feeling was justified when Mr.Sai had observed a decline in productivity and an increase in rejection rate. Mr.Sai thought that the company was losing its “small company” spirit where, it had more control over its production and marketing operations.

Upset by his inability to meet the requirements on time, he had shot off letters to his GM-production, Manager-supplies and marketing manager, asking them to work as a team, put in greater effort and plan their work. The recipients of these letters, in turn, sent somewhat similar letters to their supervisory and marketing field staff, stationed at various locations. However, the situation did not improve. Mr.Sai felt that he had lost touch with the employees, down the line. Therefore, he hired the services of a management consultancy firm, to study the situation and report to him.

Questions:

- a. What do you think are the company’s real communication problems? **(05 Marks)**
- b. What are the alternative ways in which the communication can be established in the company? **(05 Marks)**
- c. How can the company get better commitment from its employees to improve the situation? **(05 Marks)**
- d. If you are hired as a consultant, what will be your suggestions to Mr.Sai to improve the communication? **(05 Marks)**
