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Question Paper Code: CMB010



**INSTITUTE OF AERONAUTICAL ENGINEERING**  
(Autonomous)

MBA II Semester End Examinations (Regular/Supplementary) - June, 2018

Regulation: IARE-R16

**MARKETING MANAGEMENT**

**Time: 3 Hours**

**(MBA)**

**Max Marks: 70**

**Answer ONE Question from each Unit**

**All Questions Carry Equal Marks**

**All parts of the question must be answered in one place only**

**UNIT – I**

- (a) What are 4 Ps of Marketing? Explain briefly with marketing variables under each “P”. [7M]  
(b) Explain Porter’s generic value chain in detail. [7M]
- (a) Explain briefly the different stages involved in the “Marketing Research Process”. [7M]  
(b) What is a marketing plan? What are the contents of a marketing plan? [7M]

**UNIT – II**

- (a) What are the determinants of “Customer Delivered Value”? [7M]  
(b) Define consumer behavior. Explain the factors influencing consumer behavior. [7M]
- (a) Illustrate ‘five product levels’ which constitute a customer value hierarchy? [7M]  
(b) Explain different stages in the “New Product Development Process”. [7M]

**UNIT – III**

- (a) What is demographic segmentation? State few demographic segmentation variables used for segmenting consumer markets. [7M]  
(b) Explain the ‘Effective Segmentation Criteria’ used by organizations to segment their markets. [7M]
- (a) In the context of positioning, State few negatively correlated attributes and benefits. What methods does an organization take to overcome such negatively correlated attributes? [7M]  
(b) What is behavioral segmentation? Explain few behavioral segmentation variables used in consumer markets. [7M]

**UNIT – IV**

- (a) Describe different “channel levels” based on the number of intermediaries in consumer marketing. [7M]  
(b) Elucidate different ‘channel power’ used by the manufacturer to alter the behavior of channel members. [7M]
- (a) Define advertising. Explain briefly the five M’s of advertising. [7M]  
(b) Define sales promotion. What are the different consumer- directed Sales Promotion tools? [7M]

**UNIT – V**

9. (a) Explain the concept of perceived value pricing with the help of an example. [7M]  
(b) What can be the different pricing objectives followed by organizations in setting the price of its products/services? [7M]
10. (a) What are the different modes of entry into foreign markets? [7M]  
(b) Explain the concept of sustainability with the help of an example. [7M]

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