



10905



I Semester M.B.A. Degree Examination, July 2022
(CBCS Scheme)
MANAGEMENT
Paper – 1.5 : Marketing Management

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** questions and **each** carries **5** marks.

(5×5=25)

1. Explain with examples the different orientations a company might have toward the marketplace.
2. What is Customer Perceived Value ? How can monitoring customer satisfaction help a company ?
3. What are the different bases of market segmentation ?
4. Explain brand positioning and competitive advantage.
5. List the six levels of product hierarchy using an example of your choice.
6. What are the four distinctive service characteristics that affect the design of marketing programs ?
7. What are private label brands, and how are they different from generic brands ?

SECTION – B

Answer **any three** questions and **each** carries **10** marks.

(10×3=30)

8. List the steps in developing effective communication.
9. What are the five adopter groups, and how do they differ in their motives for adopting or resisting a new product ?
10. What is channel power ? List the types of power manufacturers use to influence channel members' behaviour.
11. Explain socially responsible marketing and cause-related marketing with examples.

P.T.O.



SECTION – C

Compulsory Question.**(15×1=15)**

12. Case Study.

The Covid 19 Pandemic resulted in extraordinary increase in laptop and notebook sale because of the need to work and educate from home. Many sellers such as HP, Dell, Lenovo, Acer and Asus benefitted from the surge in demand for computing devices. Also, given their existing strong presence and a manufacturing base (for some items) in India - these companies enjoy a competitive edge in pricing. Samsung is planning to import the laptops from Vietnam in the first phase.

Samsung is re-entering India after almost nine years - having left in the year 2014. The company believes that the demand from schools, offices, and establishments will continue and hopes to offer sophisticated products to satisfy the rising demand. Samsung is interested in launching only Laptops and aims to achieve a 10 per cent market share by December 2022. The laptop market in India has grown from \$4.9 billion in 2019 to \$9.2 billion in 2021. The number of units sold in 2022 is forecasted at 12.3 million units. Samsung aims to attract its existing customers of smartphones and watches also to purchase Samsung laptops. The company will target professionals, enterprises, daily users and students. The company plans to sell its laptops through the Amazon India website and its own website - it has not decided to sell offline, yet.

Questions:

- a) What environmental factors have led to Samsung's plan to re-enter India ?
- b) What, according to you, will affect Samsung Laptop's success in India, given the presence of strong competition ?