





10. Critically examine the influence of various digital communication on today's dynamic market.
11. What is channel conflict? Explain the different types of channel conflict with example.

### SECTION - C

Case study (compulsory) :

(15×1=15)

12. Rahul started a new retail shop. The plan is to establish a retail shop with less physical space and more on home delivery. In order to increase the business he has been using the social media and local friends circle excessively. The model is to take orders through telephone calls, Whats App or through an app. However, after three months of these efforts, the response from the customers have not been very encouraging. This made him worried (he was discussing the matter with his professor from the college. The professor has suggested to pay attention to both visual merchandising and the online marketing simultaneously since he is working on the concept of neighbourhood store. The idea, his professor explained is to make an impact in the minds of the customers in the neighbourhood and then offer them the facility for the home delivery. Rahul took this advice and made changes in the lay out of his store, paid attention in arranging the goods in a better way. In order to popularise his store, he started printing and distributing pamphlets. He personally spoke to the customers visiting his store and offered them the service of home delivery using the online facilities. Over a period of six months he found his business growing manifold.

Questions :

- a) Could Rahul mix traditional and modern marketing strategies in marketing his business. Support your views with justification.
- b) In this case, would an integrated marketing communication approach be used to popularise the shop?

First Semester M.B.A. Degree Examination, January/February 2018  
(CBCS) (2014 – 15 & Onwards)

MANAGEMENT

Paper – 1.3 : Marketing for Customer Value

Time : 3 Hours

Max. Marks : 70

Answer any five questions from the following, each questions carries 5 marks. (5×5=25)

1. What are the five levels of a product ?
2. Discuss the different demographic variables that are used to segment the market.
3. What are the different strategies used by a niche marketer to enhance market share ?
4. Illustrate and explain various stages of the product life cycle with suitable examples.
5. What is meant by positioning ? Explain with examples of Indian products how positioning has been done.
6. What are marketing channels ? What are the reasons for channel conflict ?
7. Explain the BCG matrix with suitable examples of your choice.

Answer any three questions from the following. Each question carries 10 marks.

(3×10=30)

8. Briefly explain the macro environment forces affecting the marketer's decision.
9. Explain the importance of packaging and labelling of products cite appropriate examples.
10. Elucidate how you will manage mass communication through advertising, sales promotion and public relation.
11. Bring out the growth of online marketing in India with suitable examples.



## SECTION – C

## 12. Compulsory case study.

Bengaluru is a globally known city and hence has high tourism potential. The estimation is that Kempegowda International Airport in Bengaluru receives about 22 million passengers a year. The tourism minister says "Even if 10% of these passengers stop over and spend some time in Bengaluru, it will create huge revenue for the government and hospitality industry". As part of promoting tourism potential of Bengaluru, the department is planning to promote Brand Bengaluru. All the events organised or sponsored by the tourism department will be brought under the Brand Bengaluru. This includes Kadalekal Parsha, Chitra Santha, Bengaluru Golf Tournament and Namma Bengaluru Habba. The logo of the brand is being crowd sourced and an app for the tourist will be prepared. The app will have all the information needed for an outstation tourist to smoothly travel in the city and be able to see around the tourist places. All agencies related to the development of Bengaluru including BBMP, BDA and the hospitality industry will be asked to adopt the Brand Bengaluru.

Based on the case study, answer the following questions.

- a) What could be some new marketing strategies that may be adopted by the tourism department to promote Brand Bengaluru?
- b) What are the information that should be included in the Brand Bengaluru app for tourist?
- c) Prepare a plan for the contents of the App, such that any person globally can access and avail information regarding the facilities available at the Airport.



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I Semester M.B.A. Degree Examination, February 2017  
(CBCS)  
MANAGEMENT  
Paper – 1.5 : Marketing for Customer Value

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions. **Each** question carries **five** marks.  
(5×5=25)

1. Define and explain the concept of marketing management.
2. Explain the meaning of Michael Porter's value chain.
3. Explain the terms brand personification and brand visualisation.
4. What constitutes the marketing research process ?
5. What is meant by a marketing plan ? What are its contents ?
6. Explain with appropriate examples, the concepts of core competency and competitive advantage.
7. What is packing ? Why is it necessary ?

SECTION – B

Answer **any three** questions from the following. **Each** question carries **ten** marks.  
(3×10=30)

8. What is meant by market segmentation ? Explain the different ways in which the market may be segmented. Why is segmentation necessary ?
9. Explain with an illustration, the stages of the product life cycle and discuss the strategies employed by marketers at each stage of the product life cycle. You may use examples of your choice.

P.T.O.



10. Illustrate and explain the SERVQUAL model. Why is it useful for marketers ?
11. Explain the following concepts :
  - a) Role of marketing channels
  - b) Market challenges strategies.

SECTION – C

This case study is **compulsory**.

(1×15=15)

12. You are a manufacturer of smart boards for classrooms. You intend to sell them in Bangalore city. You are required to :
    - a) Make a market plan.
    - b) Identify your market segment.
    - c) Decide on the communication strategy through suitable advertisements.
    - d) Decide on the media for communication.
    - e) Explain your sales targets and your sales promotion techniques.
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PG – 1080

I Semester M.B.A. Degree Examination, February 2016  
(CBCS) (2014-2015 and Onwards)  
**MANAGEMENT**  
Paper – 1.5 : Marketing for Customer Value

Time : 3 Hours

Total Marks : 70

**SECTION – A**

Answer any five questions. Each question carries five marks. (5×5=25)

1. What are the major societal forces that affect marketing in the current scenario ? Illustrate your answer.
2. What is meant by relationship marketing ? Explain using suitable examples.
3. What are the phases of value creation and delivery in marketing ? Discuss briefly.
4. What is a core competency ? How can it be made sustainable ?
5. What are different buying situations faced by Organizational Buyers ?
6. What is brand positioning ? Explain with illustrations and examples.
7. What is green marketing ? Write briefly on green marketing myopia.

**SECTION – B**

Answer any three questions. Each question carries ten marks. (3×10=30)

8. Explain the concepts of (a) Defense strategies, (b) General attack strategies, (c) Market challenger strategies, (d) Market follower strategies, (e) Market nicher strategies.
9. What is strategic brand management ? Explain the steps in strategic brand management.
10. What is a product ? Explain the different product levels with suitable examples.
11. What is meant by segmentation ? How are consumer markets segmented ?

P.T.O.



**SECTION - C**  
**(Case Study)**

This Section is **compulsory** :

**(1×15=15)**

12. Storage boxes for kitchen storage, that are of different sizes, and are available in sets, are to be marketed by a Marketing Company. They may be used mainly for storing food and are made from food grade plastic. Given the arguments against the use of plastics, the Company is finding it difficult to market the product. You have been just employed by this Marketing Company. You are challenged to (a) Find a target market for the product, (b) Consider suitable segmentation and position the product for this segment, (c) Discuss the marketing communication for the product along with the selection of media.
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PG – 852

**First Semester M.B.A. Degree Examination, January/February 2015  
(2014 – 15 & Onwards) (CBCS)  
Management  
Paper – 1.5 : MARKETING FOR CUSTOMER VALUE**

Time : 3 Hours

Max. Marks : 70

**SECTION – A**

Answer **any five** of the following questions. **Each** question carries **5** marks. Answer to **each** question should **not** exceed **250** words. **(5×5=25)**

1. Elucidate the importance of marketing mix in the present context of Indian Marketing Environment.
2. 'Competitive Dynamics are very critical for achieving competitive advantage'. Justify.
3. Explain the factors influencing consumer behaviour in Marketing Decision.
4. Define Pricing. Advocate various pricing strategies used in business.
5. 'Advertisement is a wide range of promotional tool'. Justify.
6. Discuss the importance of CRM in globalized scenario.
7. Assume that you are a Marketing Manager of a Television Manufacturing Company and design various levels of distribution channel for wide reach of market.

**SECTION – B**

Answer **any three** of the following questions. **Each** question carries **10** marks. Answer to **each** question should **not** exceed **500** words. **(3×10=30)**

8. Explain the stages and strategies involved in Product Life Cycle (PLC) with relevant examples.
9. Discuss segmentation, targeting and positioning with the help of real time example.
10. Briefly explain the steps involved in New Product Development Process.
11. 'Promotional mix strategies are shaping company's marketing efforts'. Explain with relevant examples.

**P.T.O.**



## SECTION – C

Case Study (Compulsory) :

(1×15=15)

**Coca-Cola's Failure in Thailand Market**

12. For many years that Coca-Cola is known as the world leader in carbonated soft drink especially in Europe and South America. But in some Asia markets including Thailand, Coca-Cola still trail its biggest rival, Pepsi Co.

The company is recognised by the importance of adaptation localisation in overseas by responding to each target market's need and want, focusing more on the market, economy, culture and region. Moreover, Coca-Cola tries to approach the target consumers by decentralizing the operation and marketing, trusting more on the ideas and decisions made by individual local outfit not from its Atlanta head quarter. These are the ways to reach every target consumer in the world as the mantra of CEO and Chairman of the company, Doug Daft opines "To be within an arm's search of desire.....Always, everywhere Coca-Cola" "think local, act local" "people don't buy drinks globally" "We need to make our advertising as relevant as possible to local markets".

With mixing these two components (global brand and localisation), Coca-Cola is still found to lose connection with Thai consumers. According to Sasie Vadhanapanich, a chief ideation officer of a marketing research company in Thailand, Thai's expectation for Coca-Cola brand is that it stands for 'youthful spirit', 'cool' and 'hip'. But for many years now the company had not excited the market or consumers anymore whether through new product innovations or impactful breakthrough campaigns. Although many attempts were made to reconnect with young consumer, the impact was short-lived.

Coca-Cola said it has applied adaptation/localizations strategy but their advertising campaigns in Thailand before 2007 still were global advertisements, the company still adapt one global advertisement and does not develop Thailand specific appeals. Product development was not considered for the local market.

**Questions :**

- a) What are the key reasons for Coco-Cola's failure in Thailand Market ?
  - b) Suggest some suitable marketing strategies to Coco-Cola to succeed in Thailand Market.
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