



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.



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.