



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

MANAGEMENT

Paper – 1.5 : Marketing for Customer Value

Time : 3 Hours

Max. Marks : 70

SECTION – A

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.

SECTION – B

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.

(1×15=15)