



PJ – 673

**First Semester M.B.A. Degree Examination, Jan./Feb. 2019
(CBCS Scheme)
(2014-15 and Onwards)
MANAGEMENT
Paper – 1.5 : Marketing for Customer Value**

Time : 3 Hours

Max. Marks : 70

SECTION – A



Answer any five of the following questions :

(5×5=25)

1. Explain the importance of green Marketing in India.
2. What are the forces that constitute marketing environment of the company ?
3. Illustrate with an example POD's and POP's of a Brand.
4. Discuss the characteristics of services that differentiate it from the product.
5. What is E-commerce ? Explain its relevance in today's marketing world.
6. What is sales promotion ? What are the major consumer promotion tool that stimulate purchase ?
7. Define Holistic marketing. List out the components of Holistic marketing.

SECTION – B

Answer any three questions from the following :

(3×10=30)

8. "SWOT analysis aids in the growth of an organisation". Analyse.
9. Illustrate with an example the fine stage model of consumer buying process.
10. What is meant by market segmentation ? What are the different types of market segmentation ?
11. Briefly explain the "Mobile marketing" as a communication tool for the markets with suitable example.

P.T.O.



SECTION – C

12. Compulsory (Case study) :

(1×15=15)

Rohan, a young pass out of the reputed business school has been in the look out for starting a business. He has zeroed in on the packet energy drink sector to start his venture. His logic was that the new generation youth are becoming more health conscious and have very little time at their disposal for preparing various challenges of life. The items were marketed at different cities. However, the attempt to capture market was not successful. After the failure to get good market share, Rohan has been thinking of a strategy to improve his business.

It was during this period he happened to visit his ancestral village to visit his grand mother. His grand mother gave him a glass of mango juice while drinking it, he realised the value added to this juice. After this while walking around his village, he found a few juice shops with good customer traffic. This made him think about the possibility of marketing packed fruit juice that last longer. He launched a new brand to produce and distribute the traditional fruit juices to the people. The Brand slogan was "Reline the Nostalgia". This appealed to the urban people who spent their livelihood in the rural areas. The product became a success in the market.

Based on case study, answer the following questions.

- a) Discuss the role of insight from real life experience in designing a product.
 - b) Assume you are Rohan, what would be the marketing mix strategy that you will adopt and why ?
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