

Reg. No:

**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)**

MBA I Year II Semester Regular Examinations November-2021

MARKETING MANAGEMENT

Time: 3 hours

Max. Marks: 60

SECTION – A

(Answer all Five Units 5 x 10 = 50 Marks)

UNIT-I

1 Elucidate the concepts of marketing L3 10M

OR

2 Discuss in detail about the marketing process L2 10M

UNIT-II

3 Discuss the strategies to be followed in different stages of PLC with suitable examples. L2 10M

OR

4 Elucidate the marketing strategies for market segmentation L3 10M

UNIT-III

5 Define marketing mix. What are the 7P's of extended marketing mix? L2 10M

OR

6 Distinguish between direct and indirect marketing. L2 10M

UNIT-IV

7 Define pricing. Explain the various methods of pricing strategies. L2 10M

OR

8 What do you mean by sales force management? Discuss the selection process of sales force. L2 10M

UNIT-V

9 What is social responsible marketing? Illustrate with examples. L1 10M

OR

10 Define marketing audit and explain the elements of marketing audit. L2 10M

SECTION – B

(Compulsory Question)

11

1 x 10 = 10 Marks

In December 2016, the US-headquartered e-commerce giant, Amazon.com (Amazon), launched its content streaming service, Amazon Prime Video (APV), in India. This happened almost a year after Netflix, another such popular service, was launched (in January 2015) in India. Analysts believed that with the tagline “India ka naya prime time” (India’s new prime time), APV intended to communicate the message to the audience that they could ‘watch latest and exclusive content, anywhere and anytime they want to, thus making any time – their prime time’. Through this campaign, Amazon endeavored to position APV as the go to service for content seekers, to enjoy quality streaming of content in their preferred genres and in different languages, without having to face limitations of time, place, and choice. Amazon, an American e-commerce and cloud computing company based in Seattle, Washington, was founded in 1994 by Jeff Bezos. It was launched as an online platform which sold books. Later, it diversified into several other categories such as DVDs, music, video games, electronics, apparel, and many other things. After two decades of operation, it had grown to become the largest online retailer in the world in terms of sales and market capitalization and was soon listed as a Fortune 500 company.

Questions:

- i) Critically analyze the positioning strategy adopted by Amazon India in order to position APV as the go to service for content seekers, to enjoy quality streaming of content in their preferred genres and in different languages, without having to face limitations of time, place, and choice..
- ii) Study the competitive frame of reference and its importance in developing a positioning strategy to fight competition.
- iii) Understand how Amazon India came up with a marketing strategy to differentiate APV from other OTT service providers in India.

*** END ***