



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

Siddharth Nagar, Narayanavanam Road – 517583

QUESTION BANK (DESCRIPTIVE)

Subject with Code: MARKETING MANAGEMENT (20MB9010)

Course & Branch: MBA I Year II-Sem

Regulation: R20

**UNIT –I
UNDERSTANDING MARKETING MANAGEMENT**

1	Elucidate the concepts of marketing.	[L3][CO1]	[10M]
2	Define Marketing Environment? Explain the significance of marketing environment.	[L1][CO1]	[10M]
3	Discuss how the macro environment forces affect the opportunities of a firm.	[L2][CO1]	[10M]
4	Discuss in detail about the marketing process.	[L2][CO1]	[10M]
5	a) Explain the qualities of Marketing manager b) What are the unique features of the present Indian marketing environment?	[L2][CO1] [L1][CO1]	[5M] [5M]
6	a) Define marketing? Explain the marketing process. b) “Discuss” Role of Marketing	[L1][CO1] [L2][CO1]	[5M] [5M]
7	Explain the steps involved in consumer decision process	[L2][CO1]	[10M]
8	Explain the process of Business buyer behavior	[L2][CO1]	[10M]
9	How to analyze the competitor’s strength in marketing environment	[L1][CO1]	[10M]
10	What is marketing Research? Explain its process	[L1][CO1]	[10M]

**UNIT-II
MARKETING SEGMENTATIONS AND AMRKETING STRATEGIES**

1	What is segmentation? Explain its bases of market segmentation	[L1][CO1]	[10M]
2	Discuss the strategies to be followed in different stages of PLC with suitable examples.	[L2][CO1]	[10M]
3	Explain the steps involved in new product development.	[L2][CO1]	[10M]
4	a) What do you understand by market targeting and positioning? b) Explain the significance of Market segmentation	[L1][CO1] [L3][CO1]	[5M] [5M]
5	Write short notes on the following: a) Demographic segmentation b) Geographic segmentation	[L1][CO1]	[10M]
6	Elucidate the marketing strategies for market segmentation.	[L3][CO1]	[10M]
7	What are the bases of segmentation? Illustrate your answer with suitable examples.	[L3][CO1]	[10M]
8	Briefly explain target market, how should differentiating and positioning?	[L2][CO1]	[10M]
9	Explain the strategies to be adopted under product life cycle.	[L2][CO1]	[10M]
10	Explain segmentation, targeting and positioning for a new product lip-stick for men.	[L2][CO1]	[10M]

UNIT-III
PLANNING MARKETING PROGRAMS

1	Explain the various levels of product planning	[L2][CO1]	[10M]
2	Define product line. Illustrate with examples.	[L1][CO1]	[10M]
3	Explain the various levels in channels of distribution	[L2][CO1]	[10M]
4	Define Branding. Explain the significance of branding.	[L2][CO1]	[10M]
5	Define marketing mix. What are the 7P's of extended marketing mix?	[L2][CO1]	[10M]
6	Define packaging. Explain the significance of packaging.	[L2][CO1]	[10M]
7	Define product mix. Explain the various elements of product mix.	[L2][CO1]	[10M]
8	What are the different product lines and approaches in managing the services?	[L1][CO1]	[10M]
9	Distinguish between direct and indirect marketing	[L2][CO1]	[10M]
10	Elucidate "Impact of technology and internet on distribution"	[L3][CO1]	[10M]

UNIT-IV
PRICING STRATEGIES AND PROMOTIONS

1	Define pricing. Explain the various methods of pricing strategies	[L1][CO1]	[10M]
2	a) What are the objectives of pricing? b) Explain the price skimming and penetration strategies	[L1][CO1] [L2][CO1]	[5M] [5M]
3	What are the precautions to be taken while taking pricing decisions and also brief out various methods of pricing?	[L2][CO1]	[10M]
4	Explain the concept of pricing and non-pricing competition.	[L2][CO1]	[10M]
5	Write a short note on : a) selecting the final price, b) price discounts.	[L1][CO1]	[10M]
6	Evaluate advertising as promotional tool and objectives of advertising.	[L3][CO1]	[10M]
7	Explain the following pricing strategies and their suitability in marketing. a) Skimming the new pricing strategy. b) Penetrating pricing strategy.	[L2][CO1]	[10M]
8	Discuss managing the sales force with suitable examples	[L2][CO1]	[10M]
9	Explain the difference between sales force and personnel selling	[L2][CO1]	[10M]
10	What do you mean by sales force management? Discuss the selection process of sales force.	[L2][CO1]	[10M]

UNIT-V
MANAGING THE MARKETING EFFORTS

1	How do you organize, evaluate and control the marketing activities in marketing fast moving consumer goods?	[L2][CO6]	[10M]
2	Discuss rural marketing and its features.	[L2][CO6]	[10M]
3	Briefly explain the managing the marketing efforts	[L2][CO6]	[10M]
4	What is social responsible marketing? Illustrate with examples.	[L1][CO6]	[10M]
5	What is meant by rural marketing? State the importance of rural marketing to point of views of producer and consumer.	[L2][CO6]	[10M]
6	Define marketing audit and explain the elements of marketing audit	[L2][CO6]	[10M]
7	What are the characteristics and challenges of rural marketing?	[L1][CO6]	[10M]
8	Why social responsibility is important in marketing?	[L1][CO6]	[10M]
9	Write a short note on: a) Marketing audit b) Rural marketing.	[L1][CO6]	[10M]
10	Define marketing audit and its process.	[L1][CO6]	[10M]

CASE STUDIES**Case study:I**

In January 2018, marking 35 years of the presence of the iconic food brand Maggi in India, its parent company Nestlé India Ltd (NIL) launched a new marketing campaign aimed at clearing all fears about the safety of the product. The campaign contained two promotional videos. The first, a proposed television campaign ‘Kuch Achha Pak Raha Hai’ (something good is cooking), focused on the changing status of women. The other featured the complete manufacturing process of Maggi noodles wherein consumers got a view of the eight stages of making Maggi, from the farm to packaging in retail form... Nestlé’s association with India dated back to 1912, when it began trading as The Nestlé Anglo-Swiss Condensed Milk Company (Export) Limited, importing and selling finished products in the Indian market. After India gained independence in 1947, the economic policies of the Indian Government stressed the need for local production in order to develop the milk economy. As a result, NIL was incorporated in the year 1956. The company set up its first factory in 1961 at Moga, Punjab. NIL manufactured a variety of food products such as infant food, milk products, beverages, prepared dishes & cooking aids, and chocolates & confectionary. Some of the company’s popular brands were Nescafé, Maggi, Milky Bar, Kit Kat, Milkmaid, and Nestlé milk... In March 2014, a food inspector at the Uttar Pradesh government’s Food Safety and Drug Administration spotted the label on packets of Maggi noodles that claimed “no added MSG (monosodium glutamate)” during one of his routine raids on retail outlets. The sample was picked up and sent to the state laboratory at Gorakhpur for testing. The result that came back a few weeks later was positive – that particular sample of Maggi noodles contained MSG. Samples of Maggi noodles were then sent to the Central Food Laboratory in Kolkata in June 2014... Since the Maggi ban in 2015, NIL had revamped its marketing strategy to regain customer trust and increase sales. It had been creating a buzz for Maggi on social media stating how consumers had been missing their favorite ‘two-minute’ noodles... Following its re-entry, Maggi’s market share grew steadily in India. From 55% in June 2016, it rose to 60% by the end of 2016. The company reported a turnover of US\$1.4 billion in 2016, up almost 13% over 2015. However, cost pressures and increased marketing spending led to subdued growth in profits, said experts. Though Maggi had recovered a lot of ground with a 60% market share as of August 2017, it was still down from the 77% before the ban. The instant noodle market, which had been rocked by a ban on market leader Maggi, had seen the entry of new players and the expansion in the market share of others since then. Questions:

- a) What are the repositioning strategies in India?
- b) How to overcome the problems? Give your suggestions.

Case study :II

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:

- a) 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..
- b) Study the competitive frame of reference and its importance in developing a positioning strategy to fight competition.
- c) Understand how Amazon India came up with a marketing strategy to differentiate APV from other OTT service providers in India..

case study:III

Cadbury: An Ethical Company Struggles to Insure the Integrity of Its Supply Chain Chocolate had always been considered an affordable little luxury, associated with romance and celebrations. Therefore in 2000 and 2001, revelations that the production of cocoa in the Côte d’Ivoire involved child slave labor set chocolate companies, consumers, and governments reeling. In the United States, the House of Representatives passed legislation mandating that the FDA create standards to permit companies who could prove that their chocolate was produced without forced labor to label their chocolate “slave-labor free.” To forestall such labeling, the chocolate industry agreed to an international protocol that would give chocolate producers, governments, and local farmers four years to curb abusive practices and put together a process of certification. The stories of child slave labor on Côte d’Ivoire cocoa farms hit Cadbury especially hard. While the company sourced most of its beans from Ghana, the association of chocolate with slavery represented a challenge for the company, since many consumers in the UK associated all chocolate with Cadbury. Furthermore, Cadbury’s culture had been deeply rooted in the religious traditions of the company’s founders, and the organization had paid close attention to the welfare of its workers and its sourcing practices. In 1908, the company had ended a sourcing relationship that depended on slave labor. Now for the first time in nearly 100 years, Cadbury had to take up the question of slavery again. By the 2005

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deadline, the chocolate industry was not ready to implement the protocols and asked for two years more to prepare. Privately, many industry officials believed that the kind of certification sought by the protocols was unrealistic. Because cocoa was produced on over a million small farms in western Africa, insuring that all of these farms, most located deep in the bush, complied with child labor laws seemed impossible. Furthermore because beans from numerous small farms were intermingled before shipment, it was difficult to track those produced by farms in compliance with labor standards and those that were not. In 2008, a confrontation between U.S. government officials and the industry seemed imminent. Observers argued that this left Cadbury, a company that had done much to improve its supply chain, in a difficult position.

Questions:

- a) Explain the marketing process of Cadbury.
- b) Design supply chain framework of Cadbury.

Case study:IV

Mediquip Ltd. is a company dealing in distribution of medical equipments. The company recently imported 15000 units of sugar testing machines to test the sugar levels without taking blood samples. For deciding the marketing strategy, the Chief Executive Officer of the company called a meeting of the marketing heads of different zones. In the meeting, Sandeep, the North Zone Marketing Head, suggested that since the machines were sophisticated they need to visit hospitals personally, to explain its working to the hospital staff who would be using the machines. He also suggested that additional trained people may be recruited for the same. Himanshu, another Zonal Head, added that since lot of money had been spent on the import of the machines, the company was short of funds to pay to the additional staff as suggested by Sandeep. Rahul, a newly appointed Zonal Head of South Zone suggested that since the size of the order is not large, a detailed study of the factors determining the choice of channels of distribution is required before making the right choice.

Questions:

- a) Identify the factors influencing the choice of channels of distribution which were discussed in the meeting.
- b) Also, explain briefly the other consideration to be taken care of in each factor identified in part.

Prepared by: **Dr. M. Jayalakshmi /MBA**
Assistant. Professor, SIETK