

ANURAG GROUP OF INSTITUTIONS
(Autonomous)

SCHOOL OF BUSINESS MANAGEMENT

MARKETING MANAGEMENT

Sub: MARKETING MANAGEMENT (2016-18)
Vishnu Vandana

YEAR –I/I

Faculty: Mrs. V.

S.NO	Topic	No. of Classes	References
	UNIT I		
	Introduction	1	1. Lamb, Hair, Sharma, Mc Daniel, MKTG, A South-Asian Perspective, Cengage Learning, 2012. 2. Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithleshwar Jha, Marketing Management, 13/e, Pearson Education, 2012 3. Ramaswamy Namakumari, —Marketing Management, TMH 5th Edition 2013 4. Sidharth Balakrishna, Case Studies in Marketing, Pearson, 2011. 5. Paul Baines, Chris Fill, Kelly Page, Marketing, Asian Edition, Oxford, 2015
	Definition, importance and scope of marketing,	1	
	Core marketing concepts	1	
	Marketing Philosophies	1	
	Marketing environment	2	
	Marketing Strategies and Plans	2	
	Developed vs Developing Market, Global Market	1	
	Market Research, MIS, MR Process, MR Online, MR & Ethics, International MR	3	
	Review and Case	2	
	Total	14	
	UNIT II		
	Consumer decision making	1	
	Creating customer value	2	
	Analyzing consumer markets	2	
	Consumer behaviour	2	
	Developing products and brands	1	
	Product levels, classifying products, product mix	2	
	NPD	1	
	PLC	1	
	Review and Case	2	
		14	
	UNIT III		
	Market segmentation	1	
	Segmentation of consumer markets	2	
	Segmentation business markets	1	
	Requirement for effective segmentation	1	
	Market targeting	1	
	Positioning	1	
	Positioning strategies	2	
	Position mapping	1	
	Review and Case	2	

	Total	12	
	Unit IV:		
	Marketing channels , Channel intermediaries and functions	1	
	Channel structures	1	
	Channels for consumer, business and industrial products	2	
	Promotion mix	1	
	Advertising	2	
	Public relations	1	
	Personal selling	1	
	Marketing communication – communication mix, Factors affecting communication mix	1	
	Case and review	2	
	Total	12	
	Unit V:		
	Importance of Price, Types of pricing	3	
	Ethics of pricing strategy, Product line pricing	1	
	Rural marketing	1	
	Relationship marketing, Digital marketing	1	
	Social marketing, Post modern marketing	1	
	Market sustainability and ethics	1	
	Marketing organization and control	2	
	Case and Review	2	
	Total	12	
	Grand Total	64 classes	

Subject Code: R12E12MB03

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School of Business Management

I-M.B.A-II-Semester Supplementary Examinations, August 2015.

Subject: MARKETING MANAGEMENT

Time: 3 Hours

Max.Marks:60

Section – A (Short Answer type questions)

(10X2=20 Marks)

Answer all questions, each question carry equal marks.

Write short notes on the Following:

1. Define Marketing management?
2. Market
3. Segment
4. Marketing Research
5. Brand value
6. labeling
7. logistics
8. word-of-mouth
9. Global marketing.
10. Marketing strategy audit

Section – B (Essay Type Questions)

Answer all the questions.

5x8=40

marks

11. A) Explain the Marketing challenges in the present scenario.

OR

B) What is Green Marketing? Explain its characteristics and challenges with examples.

12. A) What are the bases for segmentation? Explain the segmentation process with any FMCG product.

OR

B) Define Marketing research? Explain the role played by marketing research in deciding the strategies for marketing a product.

13. A) Describe the stages of Product Life Cycle with each stages objective? Explain the characteristics for the success of new product in the market.

OR

B) Pricing is the most important factor for the success of any product in the market. Enumerate the pricing approaches for a business.

14. A) Describe the factors considered by the marketers while selecting and managing the marketing channels, including the channel conflict and legal restrictions.

OR

B) Discuss the growing importance of online marketing and also the problems faced by the online marketing customers.

15. A) What do you mean by marketing control? Explain the types of marketing control

and steps involved in the process of marketing control.

OR

B) Describe the concept of Sustainable marketing by explaining its role and principles

Subject Code: R14E11MB05

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School of Business Management

I-M.B.A-I-Semester End Examinations, Feb/Mar - 2015

Subject: Marketing Management

Time: 3 Hours

Max.Marks:60

Section – A (Short Answer type questions)
20marks)

(10*2=

Answer all questions

1. Scope of Marketing
2. Definition of MR
3. Customized products
4. Product mix
5. Demographic segmentation
6. Positioning Maps
7. Marketing channels for consumer products
8. Steps in developing effective communication
9. Break even pricing.
10. Rural marketing

Section – B (Essay Type Questions)
marks)

(5*8=40

□ **Answer all questions, each question carry equal marks.**

11. a) Explain about Marketing environment
(or)

b) Explain various types of marketing research and stages of marketing research process

12. a) Explain the concept of analyzing consumer and business market
(or)

b) Explain the concept of PLC in detail

13. a) Explain the concept of market segmentation and different bases for segmentation in case of Air conditioner.
(or)

b) Explain in detail about targeting and positioning

14. a). Explain various elements of physical distribution in the management of distribution and the factors that influence the channel decision for an industrial product
(or)

b) Explain about communication mix and state the differences between advertising and sales promotion

15. a) What are the objectives of pricing? What are the different pricing strategies
(or)

b). Explain the concept of digital marketing and social marketing

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MODEL QUESTION PAPER – I

Short Answer questions :

5x4=20Marks

1. Marketing concepts
2. Product mix
3. Position mapping
4. Levels of distribution
5. Break even pricing

Essay Type Questions:

5x8=40Marks

- 6 What are the various marketing philosophies. How does it impact the planning of the marketer?

Or

Effectiveness in serving the customer is paramount for the survival of the business. Comment.

- 7 Describe briefly the new product development stages.

Or

What is consumer behavior? Why is it important to study consumer behavior?

- 8 Discuss some prominent changes in various demographic segments that have affected businesses globally?

or

What is market positioning? What are the various product positioning strategies?

- 9 What is communication mix. Explain the components

Or

Explain the role and functions of distribution channels in the organization.

- 10 What are the main two approaches to pricing for new products and services. Explain.

Or

Elaborate the concepts of marketing organization and control.

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MODEL QUESTION PAPER – II

Short Answer questions :

5x4=20Marks

1. Marketing Philosophy
2. PLC
3. Business market segmentation
4. Advertising decisions
5. Digital marketing

Section B: Essay type Questions:

5x8=40 Marks

6. What are the major functions of marketing research? Briefly describe the steps in marketing research process.

Or

Name and describe the elements of organizations micro and macro environments. How do they influence the marketing decisions?

7. Explain the various factors influencing consumer buying behaviour.

Or

What is product mix? Explain the various components of product mix with an example.

8. Mention the marketing basis for segmenting consumer markets.

Or

What is market targeting? What are the various target marketing strategies?

9. Describe the various levels in consumer and business distribution channels.

Or

What are the different sales promotion strategies. Explain with relevant examples.

10. Write a brief notes on social marketing and post modern marketing.

Or

Explain the different pricing approaches.

MARKETING MANAGEMENT

Unit Wise Important Questions:

UNIT I:

SHORT ANSWER QUESTIONS:

1. Define Marketing
2. Core marketing concepts
3. Marketing philosophies
4. Production philosophy
5. Product philosophy
6. Selling philosophy
7. Marketing philosophy
8. Social marketing philosophy
9. Marketing myopia
10. Marketing environment
11. Developed VS Developing Markets
12. Marketing strategies and Plans
13. Market research
14. MIS
15. Market research process
16. Market research and ethics
17. International Market Research
18. MR online

Long Answer Questions:

11. Explain the scope, role and functions of marketing?
12. What are the various marketing philosophies. How does it impact the planning of the marketer?
13. What are the major functions of marketing research? Briefly describe the steps in marketing research process.
14. Name and describe the elements of organizations micro and macro environments. How do they influence the marketing decisions?
15. Effectiveness in serving the customer is paramount for the survival of the business. Comment.
16. Discuss the difference between MR and MIS>

UNIT II:

1. Consumer decision making process
2. Customer value
3. Consumer markets
4. Consumer behaviour
5. Cultural factors
6. Social factors influencing consumer behaviour
7. Personal factors influencing consumer behaviour
8. what is branding?
9. Product levels
10. Product line
11. Product width
12. product depth
13. Product mix
14. PLC
15. New product development stages
16. Buyer adoption process

Long answer questions:

1. Explain the marketing strategies in all stages of PLC>
2. How do 4Ps vary across the product life cycle? Discuss with the help of suitable example.
3. List and describe the steps in business buying behaviour.
4. Explain the various factors influencing consumer buying behaviour.
5. Explain the role of culture, social class and reference groups in influencing the decision making process of a consumer?
6. Describe briefly the new product development stages.
7. What is consumer behavior? Why is it important to study consumer behavior?
8. Discuss various stages in the consumer decision making process?
9. In the Indian rural markets, consumers generally buy sachets / small packs of FMCG products. This also facilitates the process of trial for companies that sell their products to these customers. Traditionally, small, unorganized players dominated this market. However, now MNCs are increasingly focusing on the rural markets to increase their revenues. A regional player wants to find out what he should do to tackle competition from larger multinationals. What type of research framework will you adopt for this regional player? Keep in mind the social, cultural and economic background of the intended market while designing the research framework?
- 10.

UNIT III:

1. Market Segmentation
2. Consumer market segmentation

3. Business market segmentation
4. Requirements for effective segmentation
5. What is market targeting
6. What is positioning
7. Positioning strategies
8. Positioning maps

1. Mention the marketing basis for segmenting consumer markets.
2. Discuss some prominent changes in various demographic segments that have affected businesses globally?
3. What are the different positioning strategies for products and services.
4. What are the basis for consumer market segmentation. Describe
5. How consumer markets are different from business markets. Differentiate.
6. What is market targeting? What are the various target marketing strategies?

UNIT IV

1. What is distribution
2. Functions of distribution channels
3. Channel intermediaries and levels
4. Channel structure
5. Consumer product channels
6. Industrial market distribution channels
7. VMS
8. Channel strategy decisions
9. Promotion Mix / communication mix
10. Advertising decisions
11. Public relations
12. Sales promotion
13. Personal selling
14. Factors affecting communication mix
15. Channel conflicts

Long Answer questions:

1. Explain the role and functions of distribution channels in the organization.
2. Describe the various levels in consumer and business distribution channels.
3. What is communication mix. Explain the components.
4. Explain in brief about various advertising decisions.
5. What are the different sales promotion strategies. Explain with relevant examples.
6. Differentiate between personal selling and sales promotion.
- 7.

Unit V:

1. Price
2. Types of pricing
3. Markup pricing
4. Profit maximization pricing
5. Break even pricing
6. Product line pricing
7. Ethics of pricing
8. Digital marketing
9. Social marketing
10. Post modern marketing
11. Market sustainability and ethics
12. Marketing organization and control

1. What are the main two approaches to pricing for new products and services. Explain.
2. Explain the different pricing approaches.
3. Elaborate the concepts of marketing organization and control.
4. Write a brief notes on social marketing and post modern marketing.
5. What is the role of ethics in ensuring market sustainability. Discuss.

Lesson wise Case Discussions from: Marketing , Asian Edition, Pual Baines, Chiris fill, Kelly Page, Oxford , 2015

Unit I:

Discussion Case 1: Pg No. 15, Soothing Savlon does not hurt Dettol. Topic - Marketing Principles

Discussion case 2: Pg No.19, Low cost travel, cutting out the middlemen in the Indian travel industry. Topic – Marketing Principles

Case 3: Pg no 45, The wisdom of crowd sourcing. Topic– Marketing Environment

Case 4:Pg No 110 Private Het service insight – The proposal. Topic – Marketing Research

Case 5: Pg No. 115 , Developing Retailing strategy through observation . Topic Marketing Research

Unit II:

Case 6: Pg No. 85, Emami Fair and Handsome: Beauty regimes for Men . Topic – Consumer Behaviour

Case 7: Pg No. 158, Wearing consumer shoes, Topic – Marketing Strategy

Case 8: Pg No. 280, Raymond's : The complete man, Topic – Developing products and brands

Unit III

Case 9: Pg No 185, A tale of two approaches, Market segmentation and positioning

Case 10: Pg no 197, Banking on segments, Topic Market segmentation and positioning

Unit IV:

Case 11: Pg no 429, Red bull grows wings, Topic – Channel Management

Case 12: Pg No. 384, Amul, Topic Marketing communications and media

Case 13: Pg no. 623, Return of the vespa, Topic – Contemporary marketing practices

Unit V:

Case 14: Pg No 299, Pricing Illussions, Topic – Pricing decisions

Case 15: Pg No. 645, CSR at Tata, Are community initiatives good for business, Topic – Market sustainability.

