



MANIPAL INSTITUTE OF TECHNOLOGY

MANIPAL

(A constituent unit of MAHE, Manipal)

VII Semester B. Tech. Make up Examination December 2019

SUBJECT: MARKETING MANAGEMENT [HUM 4013]

Max. Marks: 50

1A.	Explain any four types of pricing adjustment strategies with relevant examples.	4
1B.	Explain with examples the Product-Market Expansion grid from the perspective of current and new products and markets.	3
1C.	What are styles, fashions and fads? Explain with graph how PLC strategies can be applied to styles, fashions and fads.	3
2A.	Explain US VALS Framework in consumer behaviour.	4
2B.	Explain the 4 Ps of the marketing mix.	3
2C.	How can managers identify ways to create more value through Porters model of Value Chain? Explain with a sketch.	3
3A.	BCG matrix plays a major role in taking key marketing decisions. Explain the matrix and its relevance in marketing.	5
3B.	List and explain the factors that influence setting of price.	5
4A.	Discuss market targeting and explain the Market targeting strategies.	5
4B.	Explain the terms Cannibalization and Competitive myopia with relevant examples	5
5A.	Define Learning. Explain classical conditioning theory and its role in marketing with examples.	5
5B.	What are the various roles people take in the context of buying behavior? Explain.	5

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