



# MANIPAL INSTITUTE OF TECHNOLOGY

MANIPAL

(A constituent unit of MAHE, Manipal)

## VII Semester B. Tech. End Semester Examination November 2019

### SUBJECT: MARKETING MANAGEMENT [HUM 4013]

Date of Exam: **26/11/2019** Time of Exam: **2 pm to 5 pm** Max. Marks: 50

<b>1A.</b>	<p>Snowshoe Mountain in Snowshoe, West Virginia, embarked on a marketing program to better brand the ski resort with a promise of an “authentic, rustic and engaging wilderness experience.” In launching a branding initiative to define their goals and articulate what they wanted the Snowshoe Mountain brand to represent to visitors, the resort’s marketers started inside. They incorporated the new brand promise in a 40-page brand book that contained the history of the resort and a list of seven attitude words that characterized how employees should interact with guests. On-mountain messaging and signs also reminded employees to deliver on the brand promise. All new hires received a brand presentation from the director of marketing to help them better understand the brand and become effective advocates.</p> <p>a. What is the type of holistic marketing dimension Snowshoe is attempting? Explain.</p> <p>b. Explain holistic marketing and its importance in marketing.</p>	<b>4</b>
<b>1B.</b>	<p>What is a marketing plan? Explain the different levels of a marketing plan.</p>	<b>3</b>
<b>1C.</b>	<p>With examples explain the three different perceptual processes in consumer behaviour.</p>	<b>3</b>
<b>2A.</b>	<p>It is said that BCG Matrix is used to assist managers in making resource allocation decisions. Explain how such decisions can be taken using BCG Matrix.</p>	<b>4</b>
<b>2B.</b>	<p>What is MOT? How can this concept be useful for a brand?</p>	<b>3</b>
<b>2C.</b>	<p>Map the goals and tasks of communication with the Product Life Cycle Stages.</p>	<b>3</b>
<b>3A.</b>	<p>If you are to classify the following brand advertisements based on its appeal how would you classify them? Explain</p> <ul style="list-style-type: none"><li>• LIC of India</li><li>• Fevicol</li><li>• Mountain Dew</li><li>• Stop Smoking</li></ul>	<b>4</b>
<b>3B.</b>	<p>What are the circumstances under which Direct and Indirect distribution systems are used to reach the customers?</p>	<b>3</b>
<b>3C.</b>	<p>What are the factors that affect the promotional mix? Explain.</p>	<b>3</b>

<b>4A.</b>	Define a channel in marketing. Identify and explain the various types of flows through marketing channels.	<b>4</b>
<b>4B.</b>	As a marketing strategist if you are to use the promotional mix during various stages of PLC how will you go about using the same? Give reasons for your answer.	<b>3</b>
<b>4C.</b>	With examples explain the characteristics of any three types of complainers one will come across in services marketing.	<b>3</b>
<b>5A.</b>	With relevant examples explain the determinants of service quality.	<b>4</b>
<b>5B.</b>	For the following products what are the typical buying decisions expressed by consumers? Explain the reasons. <ul style="list-style-type: none"> <li>• House, Car</li> <li>• Shampoos, Toothpaste</li> <li>• Chairs, Furniture</li> </ul>	<b>3</b>
<b>5C.</b>	What is AIDA concept? What is the influence of the major promotional tools on AIDA?	<b>3</b>

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