



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

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| 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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