



MANIPAL INSTITUTE OF TECHNOLOGY

MANIPAL

(A constituent institution of MAHE, Manipal)

VII SEMESTER B.TECH. END SEMESTER EXAMINATIONS

(MAKE-UP Exam ONLINE PROCTORED)

FEBRUARY 2022

SUBJECT: MARKETING MANAGEMENT [HUM 4053] – Part B

Date of Exam: **24/02/2022** Time of Exam: **2.20 PM to 03.35 PM** Max. Marks: **20**

Instructions to Candidates:

- ❖ Answer ALL the questions and missing data may be suitably assumed.
- ❖ Duration: Writing exam – 75 min, Submission – 10 min (Total – 85 min)

- 1A** Explain the following two market follower strategies with relevant examples: **4**
- a. Cloner
 - b. Counterfeiter
- 1B** Why is it essential for a marketer to understand consumer behavior? What are reference groups? How does it affect a person's buying behavior? **3**
- 1C** Explain Core, Actual, and Augmented product with respect to an electronic appliance. **3**
- 2A** Explain the various Marketing Mix strategies in the different stages of the Product Life Cycle. **4**
- 2B** Explain market skimming pricing and market penetration pricing with relevant examples. **3**
- 2C** In the context of advertising, what does the following terms mean? Explain with suitable examples: a. Adventure appeal b. Youth appeal **3**
