



MANIPAL INSTITUTE OF TECHNOLOGY

MANIPAL

(A constituent institution of MAHE, Manipal)

VII SEMESTER B.TECH. END SEMESTER EXAMINATIONS

(ONLINE PROCTORED)

DECEMBER 2021/JANUARY 2022

SUBJECT: MARKETING MANAGEMENT [HUM 4053] – Part B

Date of Exam: **24/12/2021** Time of Exam: **9.20 AM to 10.35 AM** 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** Breezer is the brand name of a soap. This product was launched 5 years ago and the company achieved its break-even sales two years ago. Currently, the market is saturated and the brand is looking at new ways of revival. The soap is targeted for both genders. As a marketing consultant, **4**
- a. Sketch the product life cycle for the brand.
 - b. Suggest them suitable pricing strategy for each phase of the life cycle.
- 1B** Explain the stages of the consumer buying decision process with suitable examples and explain any two factors that influence consumer buying behavior. **3**
- 1C** According to you which is the best option: being a market leader or being a market follower? Justify your answer. Also, explain any two market follower strategies with relevant examples. **3**
- 2A** Develop Porter's five force model for "Amazon" and give suitable examples for the forces. **4**
- 2B** Explain any three price adjustment strategies with relevant examples. **3**
- 2C** In the context of advertising, what does the following terms mean? Explain with suitable examples: a. Surrogate advertising b. Humour appeal **3**
