

Exam Date & Time: 01-Jun-2023 (02:30 PM - 05:30 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

SIXTH SEMESTER B.TECH END SEMESTER EXAMINATIONS, May/June 2023

Marketing Management [HUM 4053]

Marks: 50

Duration: 180 mins.

A

Answer all the questions.

Instructions to Candidates: Answer ALL questions Missing data may be suitably assumed

- 1) Analyse five force model with the help of an example (5)
 - A)
 - B) Analyse the Structure of flows in a Modern Exchange Economy (3)
 - C) Elaborate the differences between need and demand with an example (2)
- 2) Analyse the core business processes (5)
 - A)
 - B) Motivational theories play an important role in understanding B2C consumers. Analyse this statement from the viewpoint of consumer durables (3)
 - C) Discuss focus group method (2)
- 3) Explain the role of innovation in New Product Development (5)
 - A)
 - B) Analyse promotional strategies w.r.t. product life cycle (3)
 - C) Discuss fashion with the help of example (2)
- 4) Analyse the factors that influence consumer buying behaviour (5)
 - A)

- B) Explain various types of segmentation with example (3)
- C) Discuss zero moment of truth (2)
- 5) Discuss the case of mobile service providers in India with respect to Price Reaction Program of competitors (5)
 - A)
 - B) With the help of an example, discuss various sources of channel conflict (3)
 - C) Discuss different types of complainers (2)

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