



MANIPAL ACADEMY OF HIGHER EDUCATION

VI Semester End Semester Examination April/May 2024

Marketing Management [HUM 4053]

Marks: 50

Duration: 180 mins.

Descriptive Questions

Answer all the questions.

Section Duration: 180 mins

- 1) Explain different types of markets (5)
 - A)
 - B) Elaborate Product concept, Selling concept and Marketing concept (3)
 - C) Illustrate the differences between wants and needs with an example (2)
- 2) Apply BCG matrix for a multi-disciplinary university. Explain how resource could be allocated for various SBUs. (5)
 - A)
 - B) Maslow's motivation theory play an important role in understanding B2C consumers. Analyse this statement from the viewpoint of consumer durables (3)
 - C) Explain the advantages and disadvantages of using sales force opinion for forecasting sales (2)
- 3) Explain any five possible segments for apparels (5)
 - A)
 - B) Analyse promotional strategies w.r.t. product life cycle (3)
 - C) Explain Style and Fad with the help of example (2)
- 4) Discuss the factors that influence consumer buying behaviour (5)
 - A)

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| B) | Elaborate the characteristics of business markets | (3) |
| C) | Explain the use of marketing intermediaries | (2) |
| 5) | Discuss channel conflicts with suitable examples | (5) |
| A) | | |
| B) | Elaborate the factors that affect the choice of promotional mix | (3) |
| C) | Explain various types of sales promotions | (2) |

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