



(Approved by AICTE, New Delhi and Affiliated by Anna University, Chennai)
27, Thayanur, Trichy – 620009

CRITERION 1.1.1

COURSE NAME	Marketing Management
COURSE CODE	BA5207
DEPARTMENT / SEMESTER	I YEAR MBA / II SEMESTER
ACADEMIC YEAR	2020-2021 (EVEN SEMESTER)



(Approved by AICTE, New Delhi and Affiliated by Anna University, Chennai)
27, Thayanur, Trichy – 620009

INDEX

CRITERION – 1.1.1.

TABLE OF CONTENTS

S. No	Content
1	Academic Calendar of CARE College of Engineering and Department
2	Academic schedule from affiliating University – Anna University
3	Student Nominal Roll
4	ABC Analysis
5	Course Information Sheet
6	Timetable (Class & Individual)
7	Lesson plan
8	Session plan Samples
9	Sample PPT Handouts
10	Question Bank (Part A, B and C for all Units)
11	Course file audit report
12	Assignment Questions & Samples
13	Internal Test Question Paper with audit reports
14	Internal test mark analysis sheets
15	Answer Script Samples (Good , Average & poor) for all tests with audit reports
16	Course End Feedback / Survey (Samples)
17	CO & PO - Attainment sheet
18	Students feedback on faculty with corrective measure report
19	Feedback by faculty in-charge for forthcoming academic year

CARE College of Engineering

Higher Odd Sem Academic Calendar, Academic Year 2020-21

Aug-20				Sep-20				Oct-20				Nov-20			
Date	Day	Events	WD	Date	Day	Events	WD	Date	Day	Events	WD	Date	Day	Events	WD
1	Sat		#	1	Tue		13	1	Thu	Purchase	35	1	Sun	Holiday	#
2	Sun	Holiday	#	2	Wed		14	2	Fri	Jayanthi	#	2	Mon		#
3	Mon		#	3	Thu		15	3	Sat	Completion/	36	3	Tue		#
4	Tue		#	4	Fri		16	4	Sun	Holiday	VIII	4	Wed		#
5	Wed		#	5	Sat		17	5	Mon	CT2	#	5	Thu		#
6	Thu		#	6	Sun	Holiday	IV	6	Tue	CT2	#	6	Fri		#
7	Fri		#	7	Mon	Management	18	7	Wed	CT2	#	7	Sat		#
8	Sat		#	8	Tue	Completion	19	8	Thu	CT2	#	8	Sun	Holiday	#
9	Sun	Holiday	#	9	Wed	CT 1	#	9	Fri	Report	37	9	Mon	Theory Exam	#
10	Mon		#	10	Thu	CT 1	#	10	Sat	Career	38	10	Tue		#
11	Tue		#	11	Fri	Channel	#	11	Sun	Holiday	IX	11	Wed		#
12	Wed	Orientaion	#	12	Sat	Global Entry	#	12	Mon	Security	39	12	Thu		#
13	Thu	Orientaion	#	13	Sun	Holiday	V	13	Tue	Management/	40	13	Fri		#
14	Fri	Orientaion	#	14	Mon	Industrial	20	14	Wed	Portfolio	41	14	Sat	Deepavali	#
15	Sat	Day	#	15	Tue		21	15	Thu	Strategy	42	15	Sun	Holiday	#
16	Sun	Holiday	I	16	Wed	Technological	22	16	Fri	Mutual Funds	43	16	Mon		#
17	Mon	Starts	1	17	Thu	Rating	23	17	Sat	Completion/	44	17	Tue		#
18	Tue		2	18	Fri	SHRM - eHRM	24	18	Sun	Holiday	X	18	Wed		#
19	Wed		3	19	Sat		25	19	Mon	Model Thoery	#	19	Thu		#
20	Thu		4	20	Sun	Holiday	VI	20	Tue	Model Thoery	#	20	Fri		#
21	Fri		5	21	Mon	Distribution	26	21	Wed	Model Thoery	#	21	Sat		#
22	Sat	Chathurthi	#	22	Tue	Completion/	27	22	Thu	Model Thoery	#	22	Sun	Holiday	#
23	Sun	Holiday	II	23	Wed	Balanced	28	23	Fri	Model Thoery	#	23	Mon		#
24	Mon		6	24	Thu		29	24	Sat	Model Thoery	#	24	Tue		#
25	Tue		7	25	Fri		30	25	Sun	Pooja	XI	25	Wed		#
26	Wed		8	26	Sat	Influencers	31	26	Mon		#	26	Thu		#
27	Thu	Completion	9	27	Sun	Holiday	VII	27	Tue		#	27	Fri		#
28	Fri		10	28	Mon	Inventory	32	28	Wed	Practical Exam	#	28	Sat		#
29	Sat		11	29	Tue	Selling	33	29	Thu		#	29	Sun	Holiday	#
30	Sun	Moharam	III	30	Wed		34	30	Fri		#	30	Mon		#
31	Mon		12					31	Sat		#				
		Working Days	12			Working Days	22			Working Days	10			Working Days	0
Working Days															44


HOD

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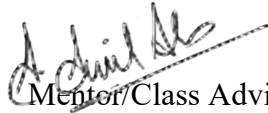
Year / Sem: II			Batch: 2020 – 2022
<u>MBA</u>			
S. No.	Roll No.	Register No.	Student Name
01	M20BA001	810720631001	Akshaya N
02	M20BA002	810720631002	Ann Shalita D'Cruz
03	M20BA003	810720631003	Arun Prakash B
04	M20BA004	810720631004	Baby Shalini V
05	M20BA005	810720631005	Balaji T
06	M20BA007	810720631007	Devadharshini P
07	M20BA008	810720631008	Dharmadurai N
08	M20BA009	810720631009	Dinesh Kumar C
09	M20BA010	810720631010	Hari Priya C
10	M20BA011	810720631011	Jacob Stephen A
11	M20BA012	810720631012	Jairley Agnes S
12	M20BA013	810720631013	Jayadev R
13	M20BA014	810720631014	Jayalakshmi M
14	M20BA015	810720631015	Jeffrin Rai AJ
15	M20BA016	810720631016	Kesavan B
16	M20BA017	810720631017	Krishna Prasanth S
17	M20BA018	810720631018	Madhana Gopal T
18	M20BA019	810720631019	Meenakshi M
19	M20BA020	810720631020	Mohamed Mujahid S
20	M20BA021	810720631021	Narkish Banu M
21	M20BA022	810720631022	Rahul G T
22	M20BA023	810720631023	Ram Balaji S
23	M20BA024	810720631024	Santhosh Kumar K
24	M20BA025	810720631025	Seetha Lakshmi C
25	M20BA026	810720631026	Shafrin I
26	M20BA027	810720631027	Sindhuja A
27	M20BA028	810720631028	Sushma Rachel R

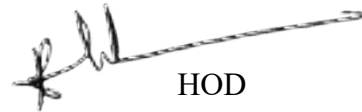
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28	M20BA029	810720631029	Sushmitha E
29	M20BA030	810720631030	Swetha M
30	M20BA031	810720631031	Vasanth R
31	M20BA032	810720631032	Venkatesan R
32	M20BA033	810720631033	Venkatesh B
33	M20BA034	810720631034	Venkatesh D


Mentor/Class Advisor


HOD

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DEPARTMENT OF MBA

ABC Analysis

Category	Roll / Reg. No.	Name
A	810720631001	Akshaya N
	810720631005	Balaji T
	810720631014	Jayalakshmi M
	810720631023	Ram Balaji S
B	810720631002	Ann Shalita D'Cruz
	810720631004	Baby Shalini V
	810720631007	Devadharshini P
	810720631008	Dharmadurai N
	810720631009	Dinesh Kumar C
	810720631010	Hari Priya C
	810720631012	Jairley Agens
	810720631013	Jayadev R
	810720631015	Jeffrin Rai AJ
	810720631017	Krishna Prasanth S
	810720631019	Meenakshi M
	810720631020	Mohamed Mujahid S
	810720631021	Narkish Banu M
	810720631022	Rahul G T
	810720631027	Shafrin I
	810720631029	Sushma Rachel R
	810720631031	Swetha M
	810720631032	Vasanth R
810720631033	Venkatesan R	
810720631034	Venkatesh B	
C	810720631003	Arun Prakash B
	810720631011	Jacob Stephen A
	810720631016	Kesavan B
	810720631018	Madhana Gopal T
	810720631024	Santhosh Kumar K
	810720631026	Seetha Lakshmi C
	810720631028	Sindhuja A
	810720631030	Sushmitha E
810720631035	Venkatesh D	


Mentor/Class Advisor


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COURSE INFORMATION SHEET

PROGRAMME: PG	DEGREE: MBA
COURSE: MBA	SEMESTER: II CREDITS: 04
COURSE CODE: BA5207 REGULATION: R 2017	COURSE TYPE: CORE
COURSE AREA/DOMAIN: Marketing Management	CONTACT HOURS: 3 hours/Week.
CORRESPONDING LAB COURSE CODE (IF ANY): -	LAB COURSE NAME: -

SYLLABUS:

UNIT	DETAILS	HOURS
I	INTRODUCTION: Marketing – Definitions - Conceptual frame work – Marketing environment : Internal and External - Marketing interface with other functional areas – Production, Finance, Human Relations Management, Information System. Marketing in global environment – Prospects and Challenges.	12
II	MARKETING STRATEGY: Marketing strategy formulations – Key Drivers of Marketing Strategies - Strategies for Industrial Marketing – Consumer Marketing – Services marketing – Competitor analysis - Analysis of consumer and industrial markets – Strategic Marketing Mix components.	12
III	MARKETING MIX DECISIONS: Product planning and development – Product life cycle – New product Development and Management – Market Segmentation – Targeting and Positioning – Channel Management – Advertising and sales promotions – Pricing Objectives, Policies and methods.	12
IV	BUYER BEHAVIOR: Understanding industrial and individual buyer behavior - Influencing factors – Buyer Behaviour Models – Online buyer behaviour - Building and measuring customer satisfaction – Customer relationships management – Customer acquisition, Retaining, Defection.	12
V	MARKETING RESEARCH & TRENDS IN MARKETING: Marketing Information System – Research Process – Concepts and applications : Product –Advertising – Promotion – Consumer Behaviour – Retail research – Customer driven organizations - Cause related marketing - Ethics in marketing –Online marketing trends.	12
TOTAL HOURS		60

TEXT/REFERENCE BOOKS:

T/R	BOOK TITLE/AUTHORS/PUBLICATION
T	Philip Kotler and Kevin Lane Keller, Marketing Management, PHI 14th Edition, 2012
R	KS Chandrasekar, “Marketing management-Text and Cases”, Tata McGraw Hill, First edition,2010
R	Lamb, hair, Sharma, Mc Daniel– Marketing – An Innovative approach to learning and teaching-A south Asian perspective, Cengage Learning — 2012
R	Paul Baines, Chris Fill and Kelly Page, Marketing, Oxford University Press, 2nd Edition,2011.

COURSE OBJECTIVES:

1	Developing an understanding of ideas and nuances of modern marketing
2	Describe the process to formulate and manage the B2B marketing strategy including all key components.
3	Explain the techniques to conduct market analysis practices including market segmentation and targeting.
4	Compare and contrast different perspectives that characterize the study of consumer behavior.
5	Explain the role of IMC in the overall marketing program.

COURSE OUTCOMES:

S.NO.	DESCRIPTION	PO MAPPING
1	Knowledge of analytical skills in solving marketing related problems	e,g,h,k
2	Awareness of marketing management process	e,g,h,k

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GAPEs IN THE SYLLABUS - TO MEET INDUSTRY/PROFESSION REQUIREMENTS:

S.NO.	DESCRIPTION	PROPOSED ACTIONS
1	Case Studies	Assignment
2	Applications of Concepts	Assignment

PROPOSED ACTIONS: TOPICS BEYOND SYLLABUS/ASSIGNMENT/INDUSTRY VISIT/GUEST LECTURER/NPTEL ETC

TOPICS BEYOND SYLLABUS/ADVANCED TOPICS/DESIGN:

1	Segmentation, Targeting & Positioning
2	Online Buyer Behavior
3	Retail Research

WEB SOURCE REFERENCES:

1	https://nptel.ac.in/courses/110/104/110104068/
2	http://arts.brainkart.com/subject/marketing-management-7/
3	https://www.pkotler.org/blog
4	https://ocw.mit.edu/courses/sloan-school-of-management/15-810-marketing-management-fall-2010/download-course-materials/
5	https://ocw.aprende.org/courses/sloan-school-of-management/15-810-marketing-management-analytics-frameworks-and-applications-fall-2015/
6	https://ocw.vu.edu.pk/CourseDetails.aspx?cat=Marketing&course=MKT501
7	http://ocw.jhsph.edu/courses/managinglongtermcareagingpopulations/lectureNotes.cfm
8	https://www.youtube.com/watch?v=uTsAHZz5Tnw
9	https://www.youtube.com/watch?v=sR-qL7QdVZQ

DELIVERY/INSTRUCTIONAL METHODOLOGIES:

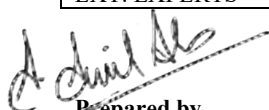
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<input checked="" type="checkbox"/> LCD	<input checked="" type="checkbox"/> STUD. SEMINARS	<input type="checkbox"/> ADD-ON COURSES	


ASSESSMENT METHODOLOGIES-DIRECT

<input checked="" type="checkbox"/> ASSIGNMENTS	<input checked="" type="checkbox"/> STUD. SEMINARS	<input checked="" type="checkbox"/> TESTS/MODEL EXAMS	<input checked="" type="checkbox"/> UNIV. EXAMINATION
<input type="checkbox"/> SURVEYS	<input checked="" type="checkbox"/> STUD. VIVA	<input checked="" type="checkbox"/> MINI/MAJOR PROJECTS	<input type="checkbox"/> CERTIFICATIONS
<input type="checkbox"/> ADD-ON COURSES	<input type="checkbox"/> OTHERS		

ASSESSMENT METHODOLOGIES-INDIRECT

<input checked="" type="checkbox"/> ASSESSMENT OF COURSE OUTCOMES (BY FEEDBACK, ONCE)	<input checked="" type="checkbox"/> STUDENT FEEDBACK ON FACULTY (TWICE)
<input checked="" type="checkbox"/> ASSESSMENT OF MINI/MAJOR PROJECTS BY EXT. EXPERTS	


Prepared by
Faculty Incharge


Approved by
(HOD)

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COLLEGE OF ENGINEERING


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Department of Master of Business Administration

	09:30 - 10:10	10:20-11:00	11:20 -12:00	12:10-12:50	01:00 - 01:40	05:00 - 05:40
MONDAY	MARKETING MANAGEMENT	BUSINESS RESEARCH METHODOLOGY	HUMAN RESOURCES MANAGEMENT	INFORMATION MANAGEMENT	OPERATIONS MANAGEMENT	MARKETING CLUB
TUESDAY	FINANCIAL MANAGEMENT	OPERATIONS MANAGEMENT	INFORMATION MANAGEMENT	BUSINESS RESEARCH METHODOLOGY	HUMAN RESOURCES MANAGEMENT	DATA ANALYSIS AND BUSINESS MODELLING
WEDNESDAY	DATA ANALYSIS AND BUSINESS MODELLING	APPLIED OPERATIONS RESEARCH	APPLIED OPERATIONS RESEARCH	MARKETING MANAGEMENT	INFORMATION MANAGEMENT	FINANCE & HR CLUB
THURSDAY	HUMAN RESOURCES MANAGEMENT	FINANCIAL MANAGEMENT	MARKETING MANAGEMENT	OPERATIONS MANAGEMENT	BUSINESS RESEARCH METHODOLOGY	DATA ANALYSIS AND BUSINESS MODELLING
FRIDAY	FINANCIAL MANAGEMENT	APPLIED OPERATIONS RESEARCH	APPLIED OPERATIONS RESEARCH	MARKETING MANAGEMENT	DATA ANALYSIS AND BUSINESS MODELLING	COUNSELLING

BA5201	APPLIED OPERATIONS RESEARCH	NIRMALA DEVI
BA5202	BUSINESS RESEARCH METHODOLOGY	STRACEY GEORGE
BA5204	HUMAN RESOURCES MANAGEMENT	PRIYADHARSHINI
BA5205	INFORMATION MANAGEMENT	FRANCIS REBELLO
BA5206	OPERATIONS MANAGEMENT	S. MANOCHANDAR
BA5203	FINANCIAL MANAGEMENT	R. VENKATESH
BA5207	MARKETING MANAGEMENT	S. SUNIL ALLAN
BA5211	DATA ANALYSIS AND BUSINESS MODELLING	S. MANOCHANDAR


Class Coordinator


HOD

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COLLEGE OF ENGINEERING

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Department of Master of Business Administration

	09:30 - 10:10	10:20-11:00	11:20 -12:00	12:10-12:50	01:00 - 01:40	05:00 - 05:40
MONDAY	MARKETING MANAGEMENT					
TUESDAY						
WEDNESDAY				MARKETING MANAGEMENT		FINANCE & HR CLUB
THURSDAY			MARKETING MANAGEMENT			
FRIDAY				MARKETING MANAGEMENT		COUNSELLING

BA5207	MARKETING MANAGEMENT	S. SUNIL ALLAN
	FINANCE CLUB	S. SUNIL ALLAN
	COUNSELLING	S. SUNIL ALLAN



Faculty In Charge



HOD

DEPARTMENT: MBA
Lesson plan (Micro level)

Faculty Name: Sunil Allan S

Designation: Asst. Professor

Course Code & Name: BA5207 & Marketing Management

Academic Year: 2020-2021

Sem/Year: II/I

UNIT I INTRODUCTION							
S.No.	Topics	Planned Date	Mode of Teaching	Reference	Course outcome	Actual date	Remarks
1	Marketing – Definitions		PPT	T1	CO1		
2	Conceptual Framework		PPT	T1	CO1		
3	Marketing Environment		PPT	T1	CO1		
4	Marketing Environment - Internal		PPT	T1	CO1		
5	Marketing Environment - External		PPT	T1	CO1		
6	Marketing interface with other functional areas - Production		PPT	T1	CO2		
7	Marketing interface with other functional areas – Finance		PPT	T1	CO2		
8	Marketing interface with other functional areas – Human Resource		PPT	T1	CO1		
9	Marketing interface with other functional areas – Information System		PPT	T1	CO1		
10	Marketing in Global Environment		PPT	T1	CO1		
11	Marketing in Global Environment Prospects		PPT	T1	CO1		
12	Marketing in Global Environment Challenges		PPT	T1	CO1		
Total No. of Hours prescribed per Unit by Anna University					12		
Total No. of Hours Required as per Lesson Plan					12		
Signature of Faculty				Signature of HOD			
UNIT II MARKETING STRATEGY							
13	Marketing Strategy Formulation		PPT	T1	CO1		
14	Key Drivers of Marketing Strategies		PPT	T1	CO1		
15	Marketing Mix		PPT	T1	CO1		
16	Resources of the Firm		PPT	T1	CO1		
17	Competitive Advantage		PPT	T1	CO1		
18	Strategies for Industrial Marketing		PPT	T1	CO1		
19	Consumer Marketing		PPT	T1	CO1		
20	Services Marketing			T1	CO1		
21	Competitor Analysis		PPT	T1	CO1		
22	Analysis of Consumer Markets		PPT	T1	CO1		
23	Analysis of Industrial Markets		PPT	T1	CO1		
24	Strategic Marketing Mix Components		PPT	T1	CO2		
Total No. of Hours prescribed per Unit by Anna University					12		
Total No. of Hours Required as per Lesson Plan					12		
Signature of Faculty				Signature of HOD			
UNIT III MARKETING MIX DECISIONS							
25	Product Planning		PPT	T1	CO3		

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DEPARTMENT: MBA

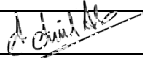


26	Product Development		PPT	T1	CO3		
27	Product Life Cycle		PPT	T1	CO3		
28	New Product Development & Management		PPT	T1	CO3		
29	Market Segmentation		PPT	T1	CO3		
30	Targeting & Positioning		PPT	T1	CO3		
31	Channel Management		PPT	T1	CO3		
32	Advertising		PPT	T1	CO3		
33	Sales Promotions		PPT	T1	CO3		
34	Pricing Objectives		PPT	T1	CO3		
35	Pricing Policies		PPT	T1	CO3		
36	Pricing Methods		PPT	T1	CO3		
Total No. of Hours prescribed per Unit by Anna University			12				
Total No. of Hours Required as per Lesson Plan			12				
Signature of Faculty			Signature of HOD				
UNIT IV BUYER BEHAVIOUR							
37	Understanding Individual Buying Behavior		PPT	T2	CO4		
38	Understanding Industrial Buying Behavior		PPT	T2	CO4		
39	Influencing Factors		PPT	T2	CO4		
40	Buyer Behavior Models		PPT	T2	CO4		
41	Industrial Buying Models		PPT	T2	CO4		
42	Online Buyer Behavior		PPT	T2	CO4		
43	Building Customer Satisfaction		PPT	T2	CO4		
44	Measuring Customer Satisfaction		PPT	T2	CO4		
45	Customer Relationship Management		PPT	T2	CO4		
46	Customer Acquisition		PPT	T2	CO4		
47	Customer Retention		PPT	T2	CO4		
48	Customer Defection		PPT	T2	CO4		
Total No. of Hours prescribed per Unit by Anna University			12				
Total No. of Hours Required as per Lesson Plan			12				
Signature of Faculty			Signature of HOD				
UNIT V MARKETING RESEARCH & TRENDS IN MARKETING							
49	Marketing Information System		PPT	T2	CO5		
50	Research Process		PPT	T2	CO5		
51	Concepts & Applications		PPT	T2	CO5		
52	Product Advertising		PPT	T2	CO5		
53	Promotion		PPT	T2	CO5		
54	Consumer Behavior		PPT	T2	CO5		
55	Retail Research		PPT	T2	CO5		
56	Customer Driven Organizations		PPT	T2	CO5		
57	Cause Related Marketing		PPT	T2	CO5		
58	Ethics in Marketing		PPT	T2	CO5		
59	Values in Marketing		PPT	T2	CO5		
60	Online Marketing Trends		PPT	T2	CO5		

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DEPARTMENT: MBA

Total No. of Hours prescribed per Unit by Anna University		12
Total No. of Hours Required as per Lesson Plan		12
Signature of Faculty		Signature of HOD
Total No. of Hours prescribed by Anna University for Completion of the Course		60
Total No. of Hours Required as per Lesson Plan to complete the Course		60
No. of Hours Required for covering Content Beyond Syllabus		0
Total No. of Lecture Hours for Completion of the Course		60
Prepared by	Name: Sunil Allan S, Asst. Professor Designation:	Sign 
Approved by	Name: R. Venkatesh, HOD Designation:	Sign 

Faculty Name: Sunil Allan S

Designation & Department: MBA & Assistant Professor

Course Code & Name: BA5207 & Marketing Management

Academic Year: 2020-2021

Semester: Even

Class: I MBA

Unit: 1

Topics Discussed : Marketing – Definitions

Date of Lecture:

Description		Mode of Teaching	Time in Mins	Remarks
1	Recap of Previous Topics/Classes handled	PPT	2	
2	Brief Explanation of Topics to be handled today	PPT	1	
3	Explain the concept with analogy	PPT	3	
4	Pre-requisites of the topic	PPT	10	
5	Explanation about the topics/concepts step by step	PPT	20	
6	Explain with examples	PPT	7	
7	Plan for Q&A session / Activities	PPT	3	
8	Summarization	PPT	2	
9	Give the topics to be read by students for next class	PPT	2	

Faculty Name: Sunil Allan S

Designation & Department: MBA & Assistant Professor

Course Code & Name: BA5207 & Marketing Management

Academic Year: 2020-2021

Semester: Even

Class: I MBA

Unit: 1

Topics Discussed : Conceptual Framework

Date of Lecture:

Description		Mode of Teaching	Time in Mins	Remarks
1	Recap of Previous Topics/Classes handled	PPT	2	
2	Brief Explanation of Topics to be handled today	PPT	1	
3	Explain the concept with analogy	PPT	3	
4	Pre-requisites of the topic	PPT	10	
5	Explanation about the topics/concepts step by step	PPT	20	
6	Explain with examples	PPT	7	
7	Plan for Q&A session / Activities	PPT	3	
8	Summarization	PPT	2	
9	Give the topics to be read by students for next class	PPT	2	

Faculty Name: Sunil Allan S

Designation & Department: MBA & Assistant Professor

Course Code & Name: BA5207 & Marketing Management

Academic Year: 2020-2021

Semester: Even

Class: I MBA

Unit: 1

Topics Discussed : Marketing Environment

Date of Lecture:

Description		Mode of Teaching	Time in Mins	Remarks
1	Recap of Previous Topics/Classes handled	PPT	2	
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Faculty Name: Sunil Allan S

Designation & Department: MBA & Assistant Professor

Course Code & Name: BA5207 & Marketing Management

Academic Year: 2020-2021

Semester: Even

Class: I MBA

Unit: 1

Topics Discussed : Marketing Environment - Internal

Date of Lecture:

Description		Mode of Teaching	Time in Mins	Remarks
1	Recap of Previous Topics/Classes handled	PPT	2	
2	Brief Explanation of Topics to be handled today	PPT	1	
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Academic Year: 2020-2021

Semester: Even

Class: I MBA

Unit: 1

Topics Discussed : Marketing Environment - External

Date of Lecture:

Description		Mode of Teaching	Time in Mins	Remarks
1	Recap of Previous Topics/Classes handled	PPT	2	
2	Brief Explanation of Topics to be handled today	PPT	1	
3	Explain the concept with analogy	PPT	3	
4	Pre-requisites of the topic	PPT	10	
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Academic Year: 2020-2021

Semester: Even

Class: I MBA

Unit: 1

Topics Discussed : Marketing interface with other functional areas - Production

Date of Lecture:

Description		Mode of Teaching	Time in Mins	Remarks
1	Recap of Previous Topics/Classes handled	PPT	2	
2	Brief Explanation of Topics to be handled today	PPT	1	
3	Explain the concept with analogy	PPT	3	
4	Pre-requisites of the topic	PPT	10	
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7	Plan for Q&A session / Activities	PPT	3	
8	Summarization	PPT	2	
9	Give the topics to be read by students for next class	PPT	2	

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Academic Year: 2020-2021

Semester: Even

Class: I MBA

Unit: 1

Topics Discussed : Marketing interface with other functional areas – Finance Date of Lecture:

Description		Mode of Teaching	Time in Mins	Remarks
1	Recap of Previous Topics/Classes handled	PPT	2	
2	Brief Explanation of Topics to be handled today	PPT	1	
3	Explain the concept with analogy	PPT	3	
4	Pre-requisites of the topic	PPT	10	
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6	Explain with examples	PPT	7	
7	Plan for Q&A session / Activities	PPT	3	
8	Summarization	PPT	2	
9	Give the topics to be read by students for next class	PPT	2	

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Academic Year: 2020-2021

Semester: Even

Class: I MBA

Unit: 1

Topics Discussed : Marketing interface with other functional areas - HR Date of Lecture:

Description		Mode of Teaching	Time in Mins	Remarks
1	Recap of Previous Topics/Classes handled	PPT	2	
2	Brief Explanation of Topics to be handled today	PPT	1	
3	Explain the concept with analogy	PPT	3	
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Semester: Even

Class: I MBA

Unit: 1

Topics Discussed : Marketing interface with other functional areas – IS

Date of Lecture:

Description		Mode of Teaching	Time in Mins	Remarks
1	Recap of Previous Topics/Classes handled	PPT	2	
2	Brief Explanation of Topics to be handled today	PPT	1	
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Academic Year: 2020-2021

Semester: Even

Class: I MBA

Unit: 1

Topics Discussed : Marketing in Global Environment

Date of Lecture:

Description		Mode of Teaching	Time in Mins	Remarks
1	Recap of Previous Topics/Classes handled	PPT	2	
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Semester: Even

Class: I MBA

Unit: 1

Topics Discussed : Marketing in Global Environment Prospects

Date of Lecture:

Description		Mode of Teaching	Time in Mins	Remarks
1	Recap of Previous Topics/Classes handled	PPT	2	
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Unit: 1

Topics Discussed : Marketing in Global Environment Challenges

Date of Lecture:

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1	Recap of Previous Topics/Classes handled	PPT	2	
2	Brief Explanation of Topics to be handled today	PPT	1	
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Academic Year: 2020-2021

Semester: Even

Class: I MBA

Unit: 2

Topics Discussed : Marketing Strategy Formulation

Date of Lecture:

Description		Mode of Teaching	Time in Mins	Remarks
1	Recap of Previous Topics/Classes handled	PPT	2	
2	Brief Explanation of Topics to be handled today	PPT	1	
3	Explain the concept with analogy	PPT	3	
4	Pre-requisites of the topic	PPT	10	
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9	Give the topics to be read by students for next class	PPT	2	

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Course Code & Name: BA5207 & Marketing Management

Academic Year: 2020-2021

Semester: Even

Class: I MBA

Unit: 2

Topics Discussed : Key Drivers of Marketing Strategies

Date of Lecture:

Description		Mode of Teaching	Time in Mins	Remarks
1	Recap of Previous Topics/Classes handled	PPT	2	
2	Brief Explanation of Topics to be handled today	PPT	1	
3	Explain the concept with analogy	PPT	3	
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Semester: Even

Class: I MBA

Unit: 2

Topics Discussed : Marketing Mix

Date of Lecture:

Description		Mode of Teaching	Time in Mins	Remarks
1	Recap of Previous Topics/Classes handled	PPT	2	
2	Brief Explanation of Topics to be handled today	PPT	1	
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Semester: Even

Class: I MBA

Unit: 2

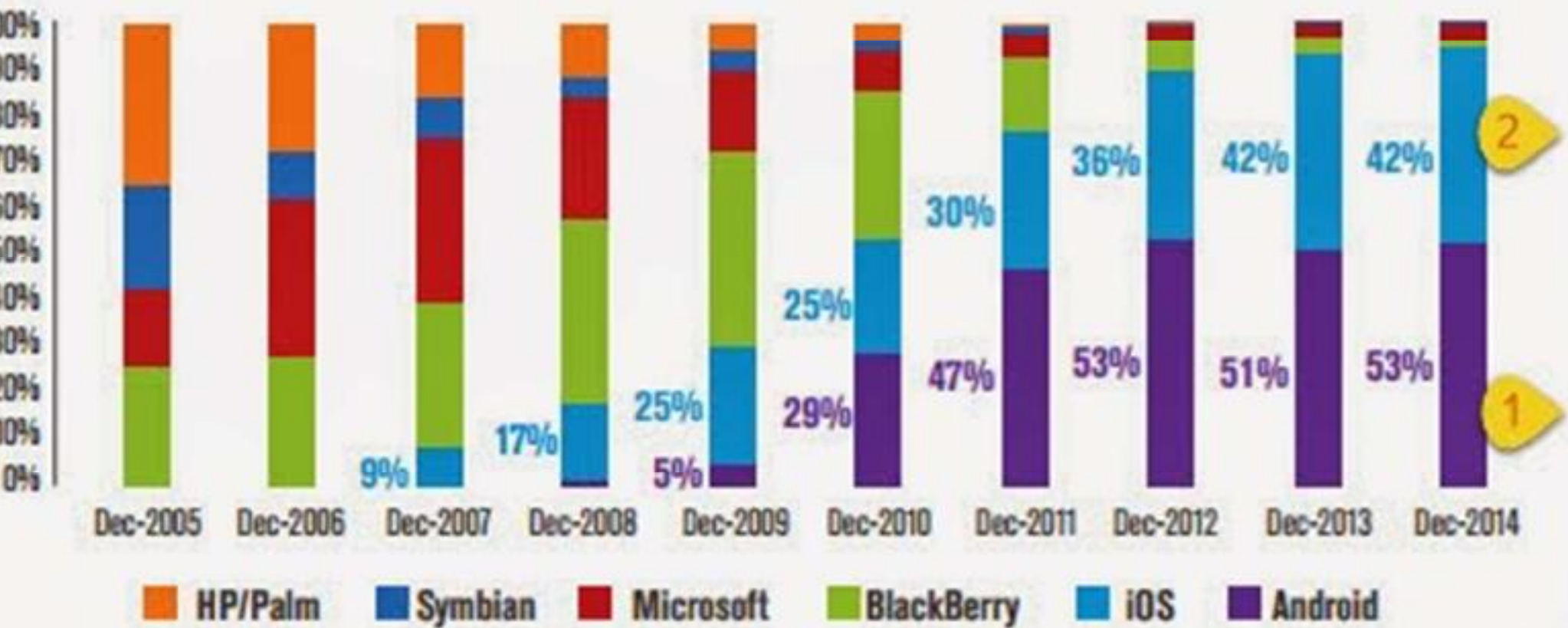
Topics Discussed : Resources of the Firm

Date of Lecture:

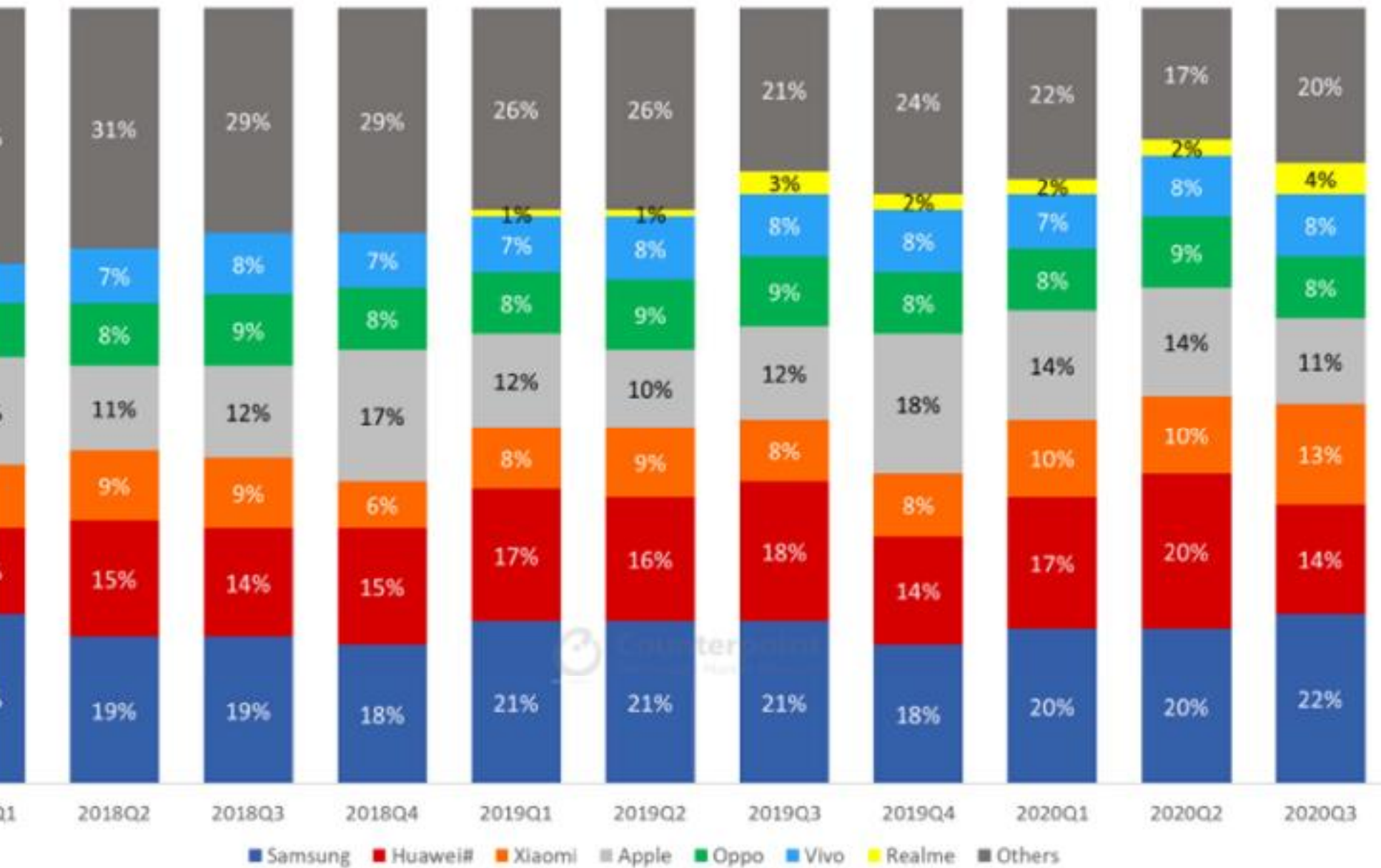
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Smartphone Platform Market Share

Source: comScore MobiLens, U.S., Age 13+, 3 Mo. Avg. Ending Dec 2005 - 3 Mo. Avg. Ending Dec 2014



Global Smartphone Market Share (2018 Q1 - 2020 Q3)



Source: MOBILE DEVICES MONITOR – Q3 2020 (Vendor Region Countries)





REBIRTH





GREAT PRODUCTS BUT MISERABLE FAILURES



CHEVROLET



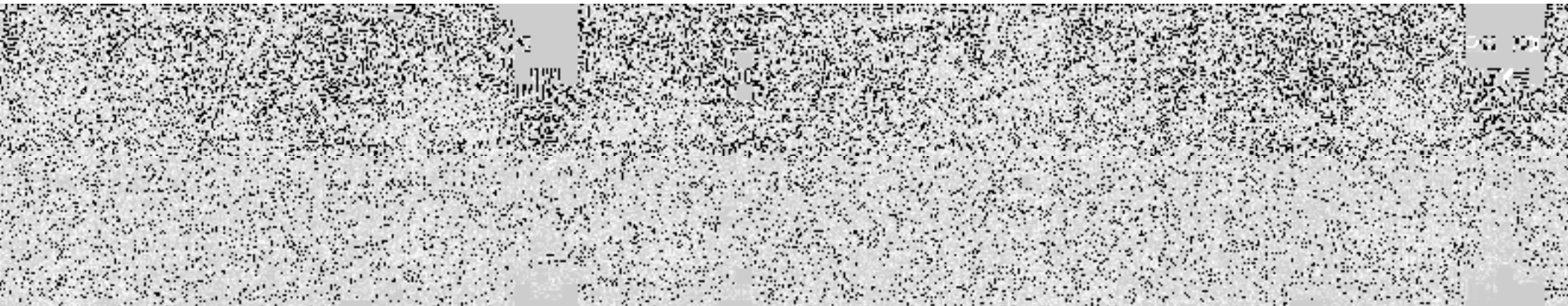






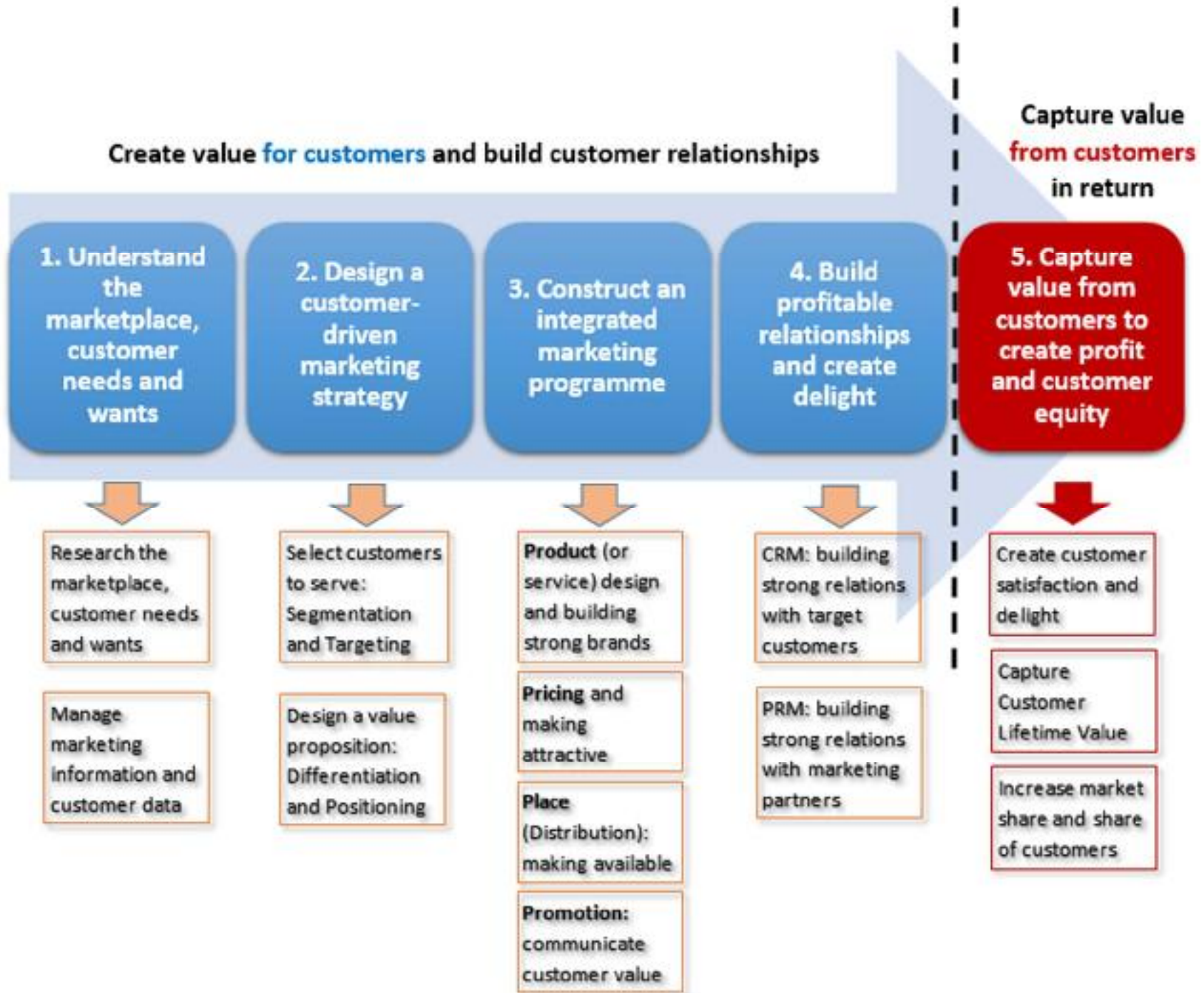


MARKETING



- The process by which **companies create value for customers** and **build strong customer relationships** in order to capture value from customers in return.

-Kotler and Armstrong (2010).



Customer Needs, Wants, and Demands

Needs

- States of deprivation
 - Physical—food, clothing, warmth, safety
 - Social—belonging and affection
 - Individual—knowledge and self-expression

Wants

- Form that needs take as they are shaped by culture and individual personality

Demands

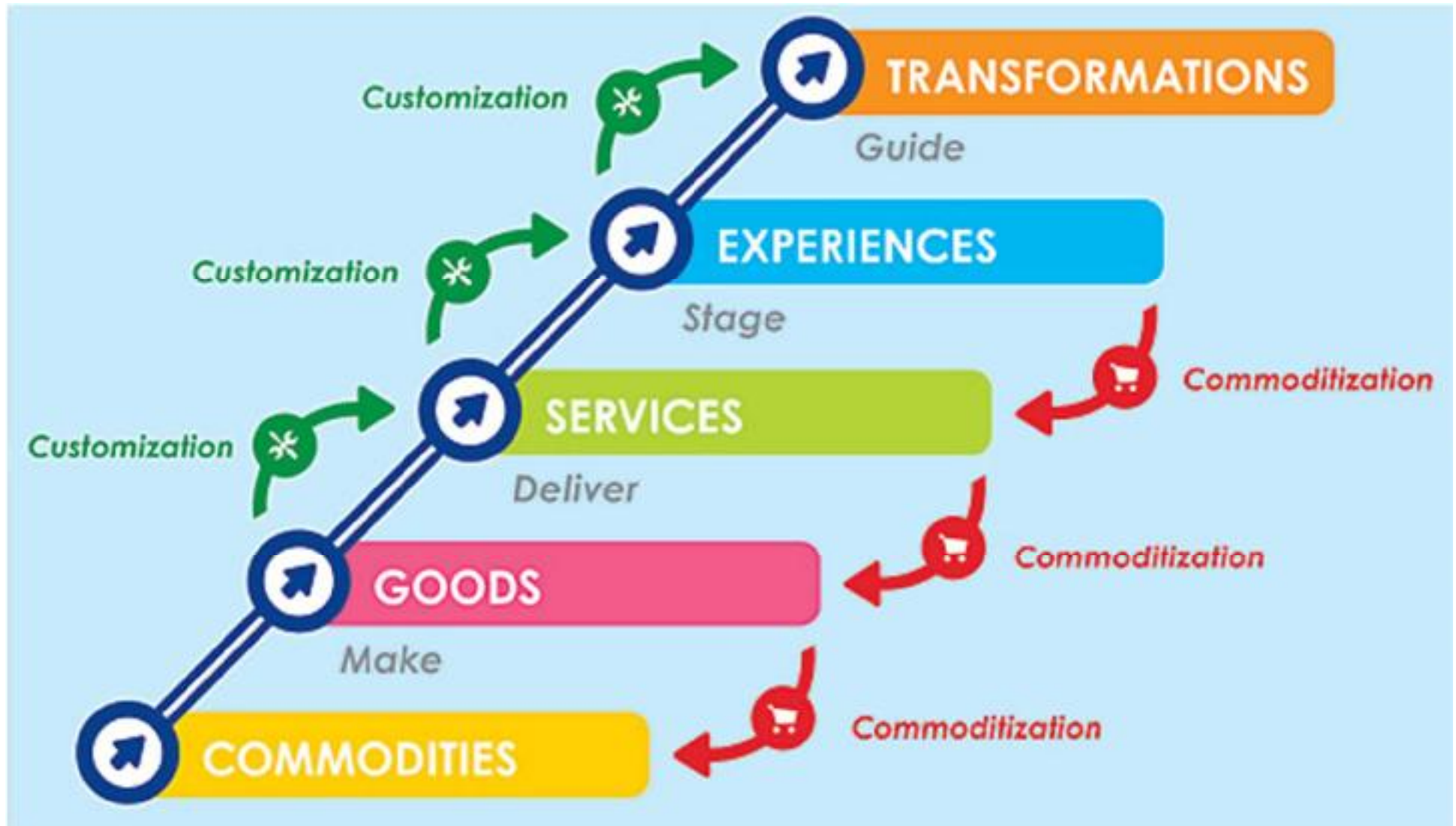
- Wants backed by buying power

P&G





PRODUCT, SERVICE & EXPERIENCE



■ **Market Offering:**

Combinations of products, services, information or experiences **offered** to a market **to satisfy needs or want**

Marketing Myopia:

The mistake of **paying more attention** to the specific **product** the company offers **than to the benefits & experiences** produced by these products

OR

When a company views **marketing** strictly from the standpoint of **selling a specific product** rather **than** from the standpoint **of fulfilling customer needs**

- **Customer value** is the amount of **benefits which customers get** from purchasing products and services.

- **Customer Satisfaction:**

Buyer will be **satisfied** if the **product meets or exceed expectations**. Buyer will be **dissatisfied** if the product **does not meet the expectation** which buyer had set in his mind before buying it.



#27, Thayanur, Dindigul Main Road, Tiruchirapalli – 620 009

QUESTION BANK

**Department of Management Studies
MBA Degree**

II SEMESTER

BA5207 MARKETING MANAGEMENT

Regulation – 2017

Academic Year 2020 - 2021

QUESTION BANK

SUBJECT: BA5207 MARKETING MANAGEMENT

SEM / YEAR: II / I

UNIT- I INTRODUCTION

Marketing – Definitions - Conceptual frame work – Marketing Process-Marketing environment: Internal and External - Marketing interface with other functional areas – Production, Finance, Human Relations Management, Information System, Marketing in global environment.

PART A

SNO	Questions	BT Level	Competence
1	What is Marketing Management?	BTL 1	Remembering
2	Write about the evolution of marketing.	BTL 2	Understanding
3	Identify the major markets available to the marketer.	BTL 3	Applying
4	Briefly examine the societal marketing concept	BTL 4	Analyzing
5	Prioritize the key internal factors of marketing that play an important role in an organization.	BTL 5	Evaluating
6	How would you interpret the term marketing interface?	BTL 6	Creating
7	List the difference between Marketing and selling.	BTL 1	Remembering
8	Illustrate with an example why industrial demand is called derived demand.	BTL 3	Applying
9	How does legal environment affect the global marketing strategies?	BTL 3	Applying
10	Examine the production concept.	BTL 4	Analyzing
11	Knowledge of external Marketing environment is important-Evaluate.	BTL 5	Evaluating
12	What do you mean by Marketing intermediaries?	BTL 6	Creating
13	What are the major ways available for a marketer to enter a foreign market?	BTL 1	Remembering
14	Summarize the important factors that influence the internal environment of the Organization	BTL2	Understanding
15	How the marketer can utilize the information relating to the political environment?	BTL 3	Applying
16	Point out the challenges faced in global marketing.	BTL 4	Analyzing
17	Define Value Creation.	BTL 1	Remembering
18	New technology creates new opportunists for marketers-outline	BTL 2	Understanding
19	Why Joint Venture is required?	BTL 1	Remembering
20	What is global marketing?	BTL 1	Remembering

PART B

1	What are the core concepts of marketing? Explain in detail.	(13)	BTL 1	Remembering
2	Explain how political / legal, cultural / social and economic factors affect global marketing.	(13)	BTL 2	Understanding
3	Analyze the major lessons learnt by industrial marketers from environmental analysis? What are the relevant external environment factors for a large diesel generator marketer?	(13)	BTL 3	Applying
4	a Analyze the facilitating function of the marketing department.	(6)	BTL 4	Analysing

	b	Examine the challenges of Marketing in India.	(7)		
5	a	Discuss the different philosophies/orientation companies adopt in relation to marketing management.	(6)	BTL 5	Evaluating
	b	Elaborate on the prospects and challenges of Marketing in the present global Environment	(7)		
6		"How do MNC ads go back to global roots?" – Explain the statement.	(13)	BTL 6	Creating
7		Why do companies undertake selling in the foreign country? What is the scope of Holistic Marketing?	(13)	BTL 1	Remembering
8		Forces in the internal environment of the company are controllable – explain.	(13)	BTL 2	Understanding
9	a	What is management information system and give its role in marketing management.	(7)	BTL 3	Applying
	b	Describe the components in which marketing activities interface with finance department.	(6)		
10		Examine how markets are classified on the basis of nature of transaction and on the basis of commodities.	(13)	BTL 4	Analysing
11		What are the five steps process of marketing framework?	(13)	BTL 1	Remembering
12		Explain in detail the challenges and opportunities of marketing in global environment.	(13)	BTL 2	Understanding
13		Analyze in detail how marketing interfaces with other functional departments of management like HR, Finance, production and information systems.	(13)	BTL 4	Analysing
14		What is (a) Domestic marketing (b) Export marketing (c) International marketing	(4) (5) (4)	BTL 1	Remembering

PART C

1	What are the current approaches used in marketing?	(15)
2	A popular Indian brand wants to establish coffee vending machine in various cities and locations in the country. Before they establish, the company wants to know their market opportunities and environment. A) Formulate a market feasibility study to help them from a marketing plan. B) Develop an analysis of their marketing and competitive marketing	(9) (6)
3	Identify any two Indian companies that are running their business successfully.	(15)
4	What are the challenges that today's marketing manager's face?	(15)

UNIT-II MARKETING STRATEGY

Marketing strategy formulations – Key Drivers of Marketing Strategies - Strategies for Industrial Marketing – Consumer Marketing — Services marketing – Competitor analysis - Analysis of consumer and industrial markets – Marketing Mix in International Environment.

PART A

SNO	Questions	BT Level	Competence
1	Define industrial Marketing.	BTL 1	Remembering
2	Briefly explain the term value chain analysis.	BTL 2	Understanding
3	Identify the strategies for marketing services.	BTL 3	Applying
4	Differentiate industrial and consumer marketing.	BTL 4	Analyzing
5	Discuss the different types of consumer products.	BTL 5	Evaluating
6	In your opinion what are the different types of industrial products	BTL 6	Creating
7	What is services marketing?	BTL 1	Remembering
8	Outline the unique characteristics of services.	BTL 2	Understanding
9	Write a short note on competitor analysis.	BTL 3	Applying
10	Classify the different forms of competition.	BTL 4	Analyzing
11	Define Marketing Strategy and marketing plan.	BTL 5	Evaluating
12	What do you mean by marketing mix?	BTL 6	Creating
13	List the strategies employed in consumer durable marketing.	BTL 1	Remembering
14	Examine word of mouth strategy.	BTL2	Understanding
15	Illustrate the term target market .	BTL 3	Applying
16	Assess the benefits of competitor analysis.	BTL 4	Analyzing
17	What is SWOT analysis? Why is it required?	BTL 1	Remembering
18	Explain the bargaining power of the buyer.	BTL 2	Understanding
19	What are the stages of product development?	BTL 1	Remembering
20	List the types of international marketing mix strategy.	BTL 1	Remembering

PART B

1	How would you do a competitor analysis for a company of your choice? What are the three types of competition a company faces?	(13)	BTL 1	Remembering
2	Explain what is meant by marketing strategy and the key drivers of marketing strategy.	(13)	BTL 2	Understanding
3	Explain the consumption-based classification of Indian market.	(13)	BTL 3	Applying
4	Under what circumstances purchasing decision of industrial customers are irrational? Explain with an example.	(13)	BTL 4	Analysing
5	Compile the strategies followed by market leaders and challengers.	(13)	BTL 5	Evaluating
6	Market Nicher strategies are also profitable-Explain.	(13)	BTL 6	Creating
7	What are the differences between consumer markets and industrial markets?	(13)	BTL 1	Remembering
8	Discuss the strategy of mass customization, the product market situations and where it can be used.	(13)	BTL 2	Understanding
9	Describe the salient features, methodology and challenges of services marketing.	(13)	BTL 3	Applying
10	Outline the importance and functions of marketing mix in development of effective marketing strategies.	(13)	BTL 4	Analysing
11	List and explain the steps involved in industry are buying decision process.	(13)	BTL 1	Remembering
12	How companies adapt their marketing mixes for international markets?	(13)	BTL 2	Understanding
13	Examine the consumers buying decision behavior.	(13)	BTL 4	Analysing

14	What are the elements of the strategic marketing mix- Explain	(13)	BTL 1	Remembering
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PART C

1	Mention few competitors for a product of your choice and give the qualities of competition products that you wish your brand had.	(15)
2	Develop a 'Service Concept' suitable to each customer segment.	(15)
3	Using competitor analysis evaluates the strengths and weakness of competitor firm of your choice.	(15)
4	Organization directs its marketing efforts at 2 or more segments by developing a marketing mix for each segment.	(15)

UNIT- III MARKETING MIX DECISIONS

Product planning and development – Product life cycle – New product Development and Management – Market Segmentation – Targeting and Positioning — Multi Channel Distribution strategies – Advertising and sales promotions – Pricing Objectives, Policies and methods.

PART A

S.no	Questions	BT Level	Competence
1	What is a Product?	BTL 1	Remembering
2	Write the significance of product planning.	BTL 2	Understanding
3	Give the role of communication channel management in product positioning.	BTL 3	Applying
4	What is product planning and development?	BTL 4	Analyzing
5	Summarize the various stages of Product Life cycle.	BTL 5	Evaluating
6	Can you assess the drawbacks of concept testing?	BTL 6	Creating
7	Define Market Segmentation with examples.	BTL 1	Remembering
8	Briefly explain about undifferentiated marketing strategy.	BTL 2	Understanding
9	Applying the theory briefly explain channel management.	BTL 3	Applying
10	Examine the term product price. List the objectives and factors to be considered when setting the product price.	BTL 4	Analyzing
11	Briefly elaborate on penetration pricing.	BTL 5	Evaluating
12	In your opinion what is market skimming price?	BTL 6	Creating
13	What is positioning?	BTL 1	Remembering
14	Outline the major channel alternatives open to companies.	BTL2	Understanding
15	Illustrate the Multi channel Distribution strategies.	BTL 3	Applying
16	Examine the term target marketing.	BTL 4	Analyzing
17	Define sales promotion and its objectives.	BTL 1	Remembering
18	Write a critical note on the policy of resale price maintenance.	BTL 2	Understanding
19	Define the concept of advertising.	BTL 1	Remembering
20	What are the factors affecting price of a product?	BTL 1	Remembering

PART B

1	What are the objectives of Product Planning?	(13)	BTL 1	Remembering
2	a	(7)	BTL 2	Understanding
	b			
3	Describe the various stages of Product life cycle and relevant marketing implications.	(13)	BTL 3	Applying
4	List out the factors affecting pricing decisions in a marketing	(13)	BTL 4	Analyzing

	organization.			
5	Discuss about Customer demand oriented pricing methods. Elaborate on the functions performed by the distribution channel.	(13)	BTL 5	Evaluating
6	Explain about Indirect Channel of Distribution channel	(13)	BTL 6	Creating
7	List and explain the stages involved in the new product development	(13)	BTL 1	Remembering
8	Describe the Multichannel distribution strategy in detail.	(13)	BTL 2	Understanding
9	Explain the different methods available for sales promotion in marketing with examples	(13)	BTL 3	Applying
10	Examine how companies position their products for maximum competitive advantage in the market place.	(13)	BTL 4	Analysing
11	List and explain the different methods available for sales promotion in marketing with examples.	(13)	BTL 1	Remembering
12	Discuss the significance of personal selling. What are the qualities of a good salesmanship?	(13)	BTL 2	Understanding
13	List out direct channel of distribution used by marketers.	(13)	BTL 4	Analysing
14	How do factors relating to environmental characteristics affect the selection of channel of distribution?	(13)	BTL 1	Remembering

PART C

1.	Develop a strategy using the six marketing mix components for the promotion of educational services for higher –income households.	(15)
2.	“Market segmentation is very useful for effective marketing of any product.” Elaborate	(15)
3.	Develop a sales promotion campaign for kids apparel.	(15)
4.	Sachin and Virag are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virag fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotel in Bangalore. Further, the hotel placed orders for supply of 20 kgs every day. Now mushroom industry is run by small entrepreneurs, like Sachin and Virag. Another big player M/s Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market. Sachin and Virag have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food. Questions (i) How will you advise Sachin and Virag, as how to increase the consumer awareness about this new food? (ii) What would be your suggestions for distribution channel for mushrooms?	(9) (6)

UNIT- IV BUYER BEHAVIOUR

Understanding industrial and individual buyer behavior - Influencing factors – Buyer Behaviour Models– Online buyer behaviour - Building and measuring customer satisfaction – Customer relationships management- CRM Cycle – Customer acquisition, Retaining, Defection.

PART A

S.No	Questions	BT Level	Competence
1.	Define Business Buyer behavior.	BTL 1	Remembering
2.	Summarize the organizational factors that influence business buyer behavior.	BTL 2	Understanding
3	Give the difference between industrial and individual buying behaviour.	BTL 3	Applying
4	How the internet is influencing the consumer behavior?	BTL 4	Analyzing
5	List the factors that influence individual buying Behaviour.	BTL 5	Evaluating

6	Justify the difference between industrial and individual buyers.	BTL 6	Creating
7	Define online marketing trends.	BTL 1	Remembering
8	Briefly explain the factors that influence consumer behavior.	BTL 2	Understanding
9	What do you mean by buying motives	BTL 3	Applying
10	Examine the influence the cultural factors exert on consumers buying Behaviour	BTL 4	Analyzing
11	Discuss the term consumer market.	BTL 5	Evaluating
12	Briefly explain what is customer retention and why customer retention is important	BTL 6	Creating
13	What is meant by social class?	BTL 1	Remembering
14	Briefly explain the term price discrimination .	BTL2	Understanding
15	Applying the theory and explain the influence of social factors on consumer behavior	BTL 3	Applying
16	Analyse the term CRM.	BTL 4	Analyzing
17	What is meant by customer acquisition?	BTL 1	Remembering
18	Briefly analyse the term customer defection.	BTL 2	Understanding
19	What is opportunity management?	BTL 1	Remembering
20	What is customer churn?	BTL 1	Remembering

PART B

1		What are the environmental and individual factors that influence industrial buyer behavior?	(13)	BTL 1	Remembering
2	a	Summarize the psychological factors that influence consumers buying Behavior.	(7)	BTL 2	Understanding
	b	Explain the importance of consumer behavior.	(6)		
3		How companies build customer satisfaction. Identify the methods to measure customer satisfaction.	(13)	BTL 3	Applying
4		Analyse how online marketing affects the buying behavior of a consumer.	(13)	BTL 4	Analysing
5		"Customer retention is the key to success of an organization"- Comment.	(13)	BTL 5	Evaluating
6		Based on understanding of organizational buyer behavior, evolve a marketing strategy to market a switch gear project to the Airport authority of India.	(13)	BTL 6	Creating
7		Describe the various types of buyer behaviour models.	(13)	BTL 1	Remembering
8		Why "win win "style is recommended while negotiating with customers .What guidelines would you follow to adopt this style?	(13)	BTL 2	Understanding
9		Using what you have learnt explain about customer relationship management (CRM) with suitable examples and state why is it important in modern day business context.	(13)	BTL 3	Applying
10	a	Analyze how customer acquisition happens in companies.	(7)	BTL 4	Analysing
	b	List the types of customer relationship management (CRM)	(6)		
11		Explain in detail the fundamentals of customer relationship management.	(13)	BTL 1	Remembering
12		Briefly Explain about the customer retention strategies followed by companies.	(13)	BTL 2	Understanding

13	Identify the causes of customer defection and state the measures of redirecting defection.	(13)	BTL 4	Analysing
14	Discuss about the industrial buying decision process.	(13)	BTL 1	Remembering

PART C

1	How do you see the future of online marketing?	(15)
2	Design a buyer behavior model for purchase of durable goods.	(15)
3	What drives acquisition marketing profits?	(15)
4	In the future can CRM be applied in the entire business environment?	(15)

UNIT- V MARKETING RESEARCH & TRENDS IN MARKETING

Marketing Information System – Research Process – Concepts and applications : Product – Advertising – Promotion – Consumer Behaviour – Retail research – Customer driven organizations - Cause related marketing - Ethics in marketing –Online marketing trends

PART A

Sno	Questions	BT Level	Competence
1	What is meant by MIS?	BTL 1	Remembering
2	Explain the term advertising media.	BTL 2	Understanding
3	How would you use your understanding of market research to identify the applications of market research	BTL 3	Applying
4	Examine the term promotional mix.	BTL 4	Analyzing
5	Discuss about market intelligence	BTL 5	Evaluating
6	Differentiate marketing research and marketing information systems.	BTL 6	Creating
7	What is meant by survey research?	BTL 1	Remembering
8	Compare primary data Vs Secondary data collection methods in research.	BTL 2	Understanding
9	Explain the sampling plan to be adopted by the research	BTL 3	Applying
10	Briefly examine the term consumerism.	BTL 4	Analyzing
11	Discuss the term social marketing	BTL 5	Evaluating
12	Briefly explain the possible areas of marketing research.	BTL 6	Creating
13	What is cause- related marketing?	BTL 1	Remembering
14	How will you state or interpret in your own words internet marketing?	BTL2	Understanding
15	Explain marketing research.	BTL 3	Applying
16	Analyse focus group research.	BTL 4	Analyzing
17	How should the marketer formulate the research report?	BTL 1	Remembering
18	List some companies involved in web based marketing.	BTL 2	Understanding
19	Define marketing ethics.	BTL 1	Remembering
20	What is meant by retailing?	BTL 1	Remembering

PART B

1	Define marketing information system and explain the importance of information to the company and its understanding of the market place.	(13)	BTL 1	Remembering
2	Outline the steps in the marketing research process.	(13)	BTL 2	Understanding
3	Identify and explain the objectives and applications of Market research.	(13)	BTL 3	Applying

4		Analyse the term retail research. Explain the nature of retailing research.	(13)	BTL 4	Analysing
5		Evaluate why mass communication is important in Business?	(13)	BTL 5	Evaluating
6		Explain the concepts and types of marketing research and their role in product development.	(13)	BTL 6	Creating
7	a	Relate how a company designs a customer driven marketing strategy.	(7)	BTL 1	Remembering
	b	What are the ethical issues in marketing relating to the product?	(6)		
8		Summarize the primary and secondary sources of data available for research – Explain.	(13)	BTL 2	Understanding
9		Explain in detail about Digital Marketing Communication.	(13)	BTL 3	Applying
10	a	Examine the ethical issues relating to promotion.	(7)	BTL 4	Analysing
	b	Analyse the importance of product research.	(6)		
11		Spell out the advantages of online Marketing.	(13)	BTL 1	Remembering
12		Describe the role, guidelines and regulations of marketing ethics in global markets.	(13)	BTL 6	Creating
13		How does online marketing affect consumers and traditional marketing aspects Explain.	(13)	BTL 4	Analysing
14		What are the Barriers to online buying by consumers?	(13)	BTL 1	Remembering

UNIT V

PART C

1	Give a case study example of e-commerce marketing trend verses conventional marketing in the development of new electronic consumer products.	(15)
2	"Advertising is wastage of money" Develop your arguments in favour or against this statement.	(15)
3	How can we enhance our retailing marketing strategy to grow the sales?	(15)
4	Unethical pricing practices exist – Comment.	(15)

Department of MBA

Branch: MBA

Year: I

Sem: 2

Batch: 2020-22

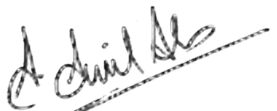
Course Code & Name: BA5207 – Marketing Management

Faculty In-charge: Sunil Allan S

Assignment – I :: Questions

Choose 1 product that you can buy both online & offline. Explain the following:

1. How is online buyer behaviour different?
2. What are the steps in online vs offline buying?
3. Who are “Influencers”? Why are they significant for online buyer behavior?


Class Coordinator


HOD

Akshaya N

I MBA

Marketing Management - Assignment 1

Choose 1 product that you can buy both online & offline. Explain the following:

1. How is online buyer behavior different?
2. What are the steps in online vs offline buying?
3. Who are "Influencers"? Why are they significant for online buyer behavior?

Product: Stationery items(ex: pens, books, etc..)

1. Online Buyer Behaviour

In comparison with the traditional buying behavior, Online buyers search and purchase their desired products online using the internet by various online shopping websites available (ex: Amazon, Flipkart)

On an online shopping website, the required information about the products will be displayed to the customers through pictures, videos, and descriptions that mention the products' specifications, features, and all the details with the other customers' reviews about the products. So that a customer could easily search, compare and prospect the products and finally, they could purchase a product after a complete analysis of the product. There are a variety of products with various sellers online.

The main advantage of online shopping is the customer need not travel to a shop or market to purchase a product since the products will be delivered to your doorstep with just a click, with free delivery or discounted shipping charges.

Most customers prefer to purchase a product through online websites because they will be provided a replacement policy if the customer is unsatisfied with the product and ease of return and exchange.

2. Steps involved in online buying and offline buy

Steps to purchase a stationery item(pen) on an online website

Step 1: Open an online shopping website in your search engine

Step 2: log in to your existing account if you have an existing online account or else signup to account

Step 3: Enter the product in the search tab

Step 4: A variety of pens will be displayed on the website

Step 5: Using the filter option, we can filter the pens according to our desire. Filter options like price, discount, brand, special offer, customer rating, body material, color availability, categories. Apply the filter as per your preference.

Step 6: We have to check the customer rating and reviews about the pen

Step 7: Check whether there is a return policy, delivery charges, shipping charges, refer to FAQ about the product and rating of the seller.

Step 8: If you are satisfied with the product click the buy now option

Step 9: Enter your delivery address with the exact location and your contact number

Step 10: Check the order summary and click continue

Step 11: Then it will be loaded to the payment page

Step 12: There will be various options for the payment such as debit card, credit card, UPI, Wallet, Net Banking, Cash on delivery. Select an option as per your payment mode. And click continue.

Step 13: Place the order, the order will be delivered with the stipulated date of arrival.

Step 14: If you are satisfied with the product keep the product and rate the product on the website and if you are unsatisfied with the product return the product within 7 days and add your rating and comments about the product on their website and the delivery person will pick up the product and then the money will be refunded to your account.

Steps involved in offline buying:

Step 1: Go to the nearest stationery shop or supermarket.

Step 2: Ask the salesman to show some newly arrived pens or your desired pen in their store

Step 3: Choose a pen from the store

Step 4: You will check whether the pen is writing properly or not

Step 5: If you are satisfied with the product you will take it to the billing counter

Step 6: Finally you will purchase the pen paying the cash or other payment modes available

Step 7: Mostly there will be no exchange policy in case of manufacture error replacement will be made.

3. Influencers for online buyers

An **influencer** is someone who has: the power to affect the purchasing decisions of others because of his or her authority, knowledge, position, or relationship with his or her audience(online buyers).

Significance of influencers

70% of teenagers say they trust influencers more than traditional celebrities.

40% of people say they have purchased a product online as a result of seeing it being used by an influencer on social media.

49% of consumers rely on product recommendations shared by influencers for their purchases

72% of customers trust a business more after it is recommended by an influencer

Consumers Trust Influencers 94% More than Friends or Family When Making Shopping Decisions

92% of shoppers trust influencer reviews over classic ads and celebrity endorsements

33% of those participating in the survey admitted that social media influencers are their most trusted sources for shopping

43% of respondents said authenticity was the top reason to “trust” an influencer; 39% said the expertise of the influencer would make them trust the endorsement.

44% of all respondents said they have considered purchasing a product or service based on a social influencer post

24% said they have recommended a product or service based on an influencer post

Product: Slipper

1. How is online buyer behaviour different?

- *Online consumer's decision making is different from offline consumers.*
- *Online consumers have a lot varieties of products. Getting so much of varieties and discounts in one place attracts the consumer.*
- *All the goods in online stores are described through texts and photos.*
- *There is no time limit for online shopping. This comforts the consumer to purchase 24/7.*

2. What are the steps in online vs offline buying?

Online buying

Step-1: First of all we have to select in which website we need to purchase or search the product we want to purchase in Google search engine.

Step-2: Then, it has many varieties in slippers like ladies, gents, kids, etc. We have to select which one we need.

Step-3: We can choose which design or model we like.

Step-4: After selecting the slipper that we like, should check out the size that matches.

Step-5: Finally we can place the order. We can pay the money through debit card, credit card or cash on delivery.

Step-6: Even if we are not satisfied with the product after delivery, we can return it within 5-6 days.

Offline buying

Step-1: First of all we have to choose the store where we want to buy slippers.

Step-2: We have to ask the sales man which model slipper we want to buy.

Step-3: After that we can choose the right size we want.

Step-4: If we are satisfied with the product, we can buy the slipper.

Step-5: We can pay through debit or credit card or direct cash. And leave the store with the product.

3. Who are “Influencers”? Why are they significant for online buyer behaviour?

- *The people who writes review of the product in the website we buy product.*
- *Celebrities on social media who promotes the product.*
- *Consumers are more likely to buy when they get recommendations from a person they trust.*

BA 5207 – MARKETING MANAGEMENT

(Regulation 2017)

Time: 1 hr 30 min

Maximum: 50 Marks

Answer all questions.

Part A – (5 × 2 = 10)

1. Define Marketing

Ans: The process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return

2. Differentiate – Needs, Wants & Demand

Ans: Needs are things that satisfy the basic requirement. Wants are requests directed to specific types of items. Demands are requests for specific products that the buyer is willing to and able to pay for.

3. What is a Value Proposition?

Ans: A value proposition refers to the value a company promises to deliver to customers should they choose to buy their product.

4. Differentiate – Marketing vs Selling Concept

Ans: selling transforms the goods into money, but marketing is the method of serving and satisfying customer needs

5. What is CRM?

Ans: Customer relationship management is a process in which a business or other organization administers its interactions with customers, typically using data analysis to study large amounts of information.

Part B – Answer any 2 (2 × 13 = 26)

6. What are the challenges faced by marketers in global environment? How to overcome them?

Ans Key:

- ✓ Self – Reference Criterion
- ✓ Market Differences
- ✓ Myopia
- ✓ Brand history
- ✓ Organization Culture
- ✓ National Controls & Barriers

7. “All departments must think customer” – How do other functional departments interface with marketing to achieve this?

Ans Key:

The marketing function within any organization does not exist in isolation. Therefore it's important to see how marketing connects with and permeates other functions within the organization. In this next section let's consider how marketing interacts with research and development, production/operations/logistics, human resources, IT and customer service. Obviously all functions within your organization should point towards the customer i.e. they are customer oriented from the warehouseman that packs the order to the customer service team member who answers any queries you might have. So the other functions and their relationship with marketing are:

- ✓ R&D
- ✓ IT
- ✓ HR

- ✓ Production
- ✓ Finance
- ✓ Operations

8. With suitable examples, explain the concept of Consumer Marketing. How is it different from Industrial Marketing?

Ans Key:

Industrial marketing or B2B marketing refers to the marketing of industrial goods/services in the industrial market. Industrial marketing relies on the tools of competitive tendering and effective communication channels between industrial companies and professional buyers of their highly specialized products. It involves a protracted sale-purchase process that aims at providing innovative solutions to the problems of industrial customers.

Consumer or B2C marketing refers to the marketing of finished products/services to the potential end-customers in a consumer market. It relies on gaining extensive knowledge about the tastes and preferences of the end-customers. It focuses on generating demand through marketing tools such as advertising campaigns, attractive packaging, after-sales services, etc.

PART – C APPLICATION ORIENTED QUESTION (1 x 14 = 14)

Case-1

Karsanbhai Patel lost his daughter Nirma in a car accident, and went on to immortalize her name in a brand he has been nurturing like his own daughter. Today, “Sabki Pasand Nirma” is a phrase that goes beyond lip service. The product Karsanbhai once sold from door to door, today has an overall 20% market share in soap cakes and about 35% in detergents.

Karsanbhai started Nirma in 1969, in an era when India's domestic detergent market had very few players, mainly multi national companies, which targeted India's affluent. For most middle class and poor people, detergents were not affordable. Karsanbhai started making detergent powder in the backyard of his house in Khokra near Ahmedabad, and sold them from door to door at Rs 3 per Kg, when other brands were selling detergents at the range of Rs 13 per Kg.

Business Standard reports how during early 80s, when Nirma was struggling with sales, Karsanbhai came out with a brilliant plan to dry out the market of his products collecting all due credits. This was followed by a massive advertising campaign featuring his daughter in a white frock singling the famous Nirma jingle. Customers flocked to stores, only to return empty-handed. As the demand for Nirma peaked, Karsanbhai overwhelmed the market with his products, leading to massive sales.

A few years down the line, global products – Surf, Ariel entered India who targeted Nirma.

Question:

9. As a marketing strategy manager at Nirma, enumerate how you would prepare Nirma to face the global giants

Ans Key:

- Market needs & efforts
- Technology
- Cost
- Quality
- Communications & Transport
- Leverage

(or)

Case -2

The market size of energy drinks (eg: Red Bull) in India is estimated at about Rs 700 crore, growing 20-25% year-on-year. With changing lifestyle, the consumption of energy drinks among young adolescents has increased contributing to this growth.

Question:

10. As a marketing manager of “Charge” energy drinks, a start-up enumerate the strategies you will use to get the best out of this.

Ans Key:

- ✓ Selecting customer to serve
- ✓ Choosing a value proposition
- ✓ Marketing Management Orientation
 - Production Concept
 - Product Concept
 - Selling Concept
 - Marketing Concept
 - Societal Marketing Concept


Class Coordinator


HOD

Answer all questions.

Part A – (5 × 2 = 10)

1. Define “Positioning”
Positioning is the concept of associating and developing a mental position in the public consciousness about a brand and its products and services.
2. Enumerate the characteristics of B2B customers
 - Few buyers in relation to total number of consumers.
 - Large-scale orders.
 - A relationship between buyer and seller can be established.
 - Potential customers are easy to single out/segment.
 - More persons are involved in a purchase.
3. What is meant by Industrial Marketing?
Industrial marketing is B2B (business-to-business marketing) and promotes goods and services from one business to another
4. Who is the decider in Organizational Buying?
The person who actually makes the decision in the organisational buying process; the decider is often difficult to identify because he or she may not necessarily be the one who has have the formal authority to buy.
5. Write a short note on Customer Value.
Customer value is the perception of what a product or service is worth to a customer versus the possible alternatives

Part B (2 × 13 = 26)

6. Enumerate with example, how CRM can be used to capture value from customer
 - ✓ Finding out about your customers' purchasing habits, opinions and preferences
 - ✓ Profiling individuals and groups to market more effectively and increase sales
 - ✓ Changing the way you operate to improve customer service and marketing
- (OR)
7. Explain online buying behavior. What are the advantages & disadvantages of it?
The phrase “online consumer behavior” describes the process of online shopping from a consumer’s perspective. It is often described as the study of trends, including the influence of online advertising, consumer willingness to click on links, the prevalence of comparison shopping, among others. The decision-making process of an online consumer is often very different from that of a consumer in a physical store. Companies are increasingly studying online consumer behavior in order to adapt their sales and marketing strategies to appeal to the Internet purchaser.
8. What is a Product Life Cycle? List its various stages and describe the characteristics of each stage.
 - A product life cycle is the amount of time a product goes from being introduced into the market until it's taken off the shelves.
 - There are four stages in a product's life cycle—introduction, growth, maturity, and decline.
 - The concept of product life cycle helps inform business decision-making, from pricing and promotion to expansion or cost-cutting.
 - Newer, more successful products push older ones out of the market.

(OR)

9. What is the difference between Targeting & Positioning? Explain with example by taking any product in India.

Targeting a market is the larger process of marketing to a target consumer -- it includes both the research of market segmentation and the practice of brand positioning. Positioning involves only the various strategies and projects that the company initiates to communicate a brand to the target market. To succeed in target marketing, a business must be able to both target a consumer and position their brand. A business can know exactly which segments of consumers are interested in their product and still not be successful in achieving recognition for their brand with those consumers.

PART – C APPLICATION ORIENTED QUESTION (1 x 14 = 14)

10. Bata, the leading footwear brand of India, is the go to brand for its formal shoes, school uniform shoes and budget sandals/flip-flops. Recently, Bata forayed into trendy casual footwear the category which other brands were already strong & well known. Bata entered into this category to break the perception about its brand and also to capitalize the market.

Question:

What are the steps that Bata would have taken to enter into this new product category? Enumerate in detail

Evaluating Segments:


- ✓ Segment size & growth
- ✓ Segment structural attractiveness
- ✓ Company objectives & resources

(OR)

11. Coffee drinking was a household activity until the late 90's. Enumerate how brands like Café Coffee Day converted the household activity into a Lifestyle Activity.

1. Identifying possible value differences and competitive advantage
2. Choosing the right competitive advantage
3. Selecting an overall positioning strategy
4. Developing a positioning statement


Class Coordinator


HOD



MBA Model, July/August 2021

BA 5207 – MARKETING MANAGEMENT

(Regulation 2017)

Time: 3 hours

Maximum: 100 Marks

Answer all questions.

Part A – (10 × 2 = 20)

1. Define Marketing?
Marketing is the process of exploring, creating, and delivering value to meet the needs of a target market in terms of goods and services
2. Define the term “Human Need”
A need is a consumer 's desire for a product 's or service 's specific benefit, whether that be functional or emotional.
3. What is meant by Industrial Marketing?
Industrial marketing is B2B (business-to-business marketing) and promotes goods and services from one business to another
4. What is positioning?
Market Positioning refers to the ability to influence consumer perception regarding a brand or product relative to competitors.
5. What are the purposes of Advertising?
Inform, educate & communicate.
6. What are social classes?
Social class can be thought of as a continuum which includes a range of social position on which each member of the society can be placed, divided into a small number of specific social classes, or strata
7. What is the role of “Influencer” in buying process?
Influencers are often seen as experts in their field and can ultimately help the reach and impressions of a campaign.
8. What is meant by Product Planning?
Product Planning is the ongoing process of identifying and articulating market requirements that define a product's feature set.
9. Explain consumer behavior.
Consumer behavior is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services
10. What is meant by Customer Retention?
Customer retention refers to the ability of a company or product to retain its customers over some specified period.

Part B – All (5 × 13 = 65)

11. (a) Name & describe the elements of a company’s microenvironment & give examples illustrating why each is important.

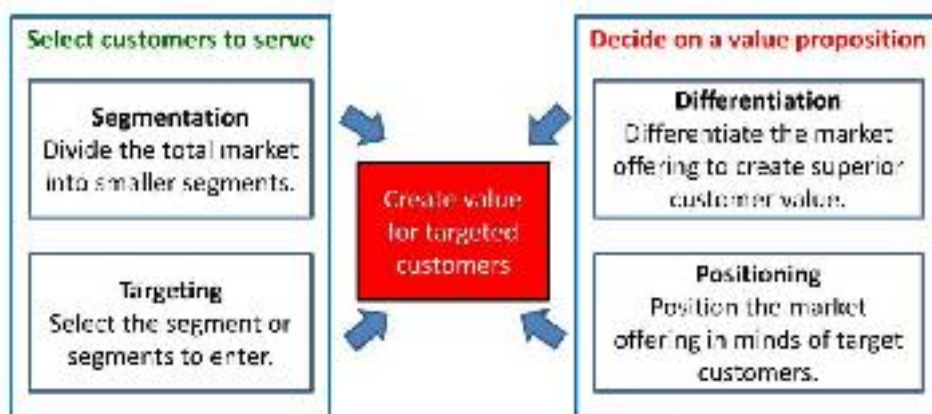


(or)

(b) Explain in detail the challenges faced by marketer in globalized environment.

- Self – Reference Criterion
- Market Differences
- Myopia
- Brand history
- Organization Culture
- National Controls & Barriers

12. (a) Explain how a company designs a Consumer Driven Marketing Strategy.

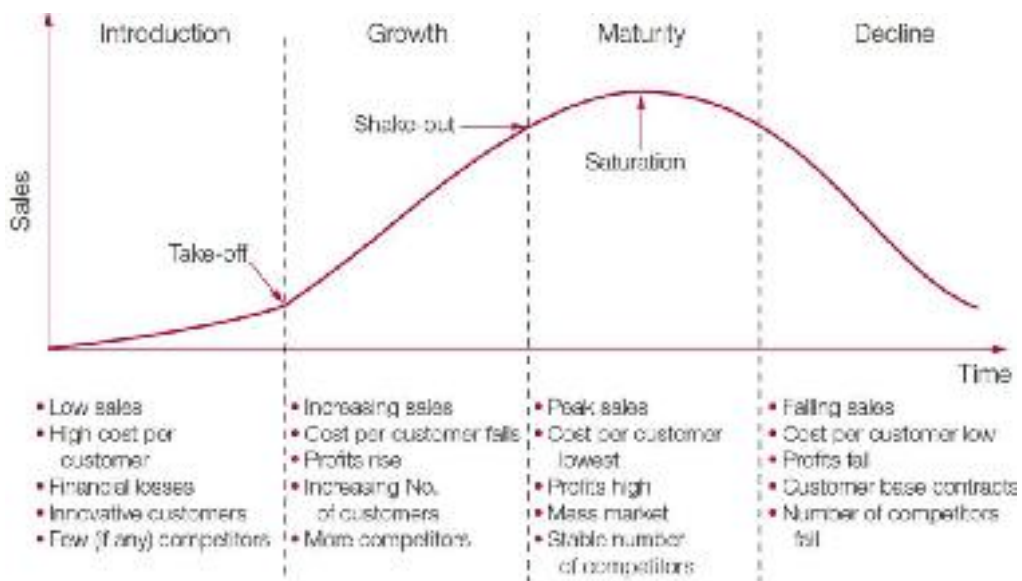


(or)

(b) Explain the stages in organizational buying process that leads to a purchase.

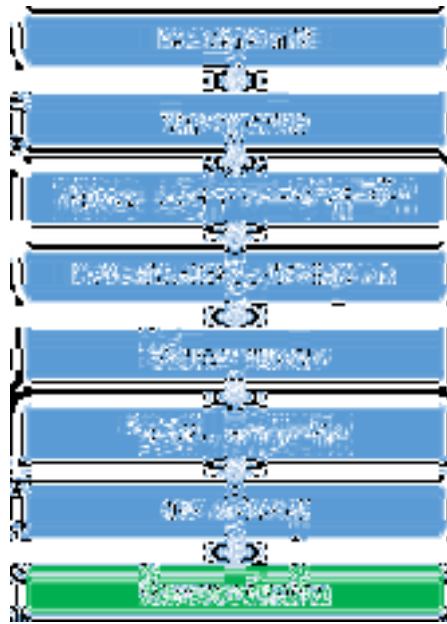


13. (a) What is a Product Life Cycle? List its various stages and describe the characteristics of each stage.



(or)

(b) Enumerate New Product Development Process with Example.



14. (a) Define online buying behavior. What are the advantages & disadvantages of it? The phrase “online consumer behavior” describes the process of online shopping from a consumer’s perspective. It is often described as the study of trends, including the influence of online advertising, consumer willingness to click on links, the prevalence of comparison shopping, among others. The decision-making process of an online consumer is often very different from that of a consumer in a physical store. Companies are increasingly studying online consumer behavior in order to adapt their sales and marketing strategies to appeal to the Internet purchaser.

(or)

(b) Explain the various stages of consumer buyer decision making process and describe how you or your family went through this process to make a recent purchase.



15. (a) Explain “Cause Related Marketing” with an Example. (Do not use American Express Card Example)

Cause marketing is marketing done by a for-profit business that seeks to both increase profits and to better society in accordance with corporate social responsibility, such as by including activist messages in advertising.

Cause-related marketing, usually refers to a subset of cause marketing that involves the cooperative efforts of a for-profit business and a non-profit organization for mutual benefit. A high-profile form of cause-related marketing occurs at checkout counters when customers are asked to support a cause with a charitable donation. Cause marketing differs from corporate giving (philanthropy), as the latter generally involves a specific donation that is tax-deductible, while cause marketing is a promotional campaign not necessarily based on a donation

(or)

(b) Explain the growing importance of “Digital Marketing” with Examples

- Effective reach
- Adapting to competition
- Match competition
- Ideal target audience
- Tracking & Monitoring
- Return on Investment

PART – C APPLICATION ORIENTED QUESTION/CASE (1 x 15 = 15)

Case -1

Parle is known as one of the largest selling biscuit & confectioner brands in the world. The company was founded by the Chauhan family, headquartered in Mumbai, Maharashtra. They have a 150+ product range, 36 popular brands, and 21+ export destinations.

They are also known as one of the oldest brands in India. It is called a well-known brand following the success of its products like Parle-G biscuit and products under cold beverages. It manufactures products into various segments which makes them unique and successful.

Parle is the dominant brand in Glucose Biscuits market & it has successful brands like Milano, Hide & Seek and a Mega Range of Confectioneries under the brands – 2 in 1 eclairs, Kaccha Mango Bite, Cafechino, Londonderry, Kismi, Orange Bite, etc.

Question:

16. (a) Discuss the targeting strategy used by Parle India.

Ans Key:

- Mass Marketing
- Differentiated Marketing


- Niche Marketing
- Micro Marketing

(or)

(b) “Make a Customer, Not a Sale” – Discuss briefly, how the statement can be translated to reality.

Ans Key:

- Understand what customer value
- Showing genuine care
- Adapt to customer’s pace
- Brand should be the guide
- Model on the expected behavior
- Taking time to build relationships



Class Coordinator



HOD

Department of MBA

Statement of Marks and Analysis - Unit Test / Cycle Test / Model Exam

Branch	MBA	Degree .	MBA		Subject Code	BA5207		
Year	I / II / III / IV	Batch	2018-2022		Subject Name	Marketing Management		
Semester	Odd / Even	Academic Year	2020-2021		Date of Exam			
S. No.	Reg. No.	Name	CT1		CT2		Model	Average IA
			50	100	50	100	100	100
1	810720631001	Akshaya N	45	95	48	98	85	92.7
2	810720631002	Ann Shalita D'Cr	31	81	42	92	82	85.0
3	810720631003	Arun Prakash B	27	77	25	75	66	72.7
4	810720631004	Baby Shalini V	27	77	25	75	59	70.3
5	810720631005	Balaji T	38	88	39	89	92	89.7
6	810720631006	Devadarshini MD	0	0	0	0	0	0.0
7	810720631007	Devadharshini P	25	75	28	78	63	72.0
8	810720631008	Dharmadurai N	28	78	36	86	75	79.7
9	810720631009	Dinesh Kumar C	32	82	39	89	75	82.0
10	810720631010	Hari Priya C	40	90	41	91	88	89.7
11	810720631011	Jacob Stephen A	27	77	25	75	53	68.3
12	810720631012	Jairley Agnes S	37	87	37	87	75	83.0
13	810720631013	Jayadev R	30	80	36	86	84	83.3
14	810720631014	Jayalakshmi M	37	87	43	93	86	88.7
15	810720631015	Jeffrin Rai AJ	39	89	27	77	78	81.3
16	810720631016	Kesavan B	0	50	27	77	77	68.0
17	810720631017	Krishna Prasanth	28	78	27	77	58	71.0
18	810720631018	Madhana Gopal	0	50	28	78	74	67.3
19	810720631019	Meenakshi M	32	82	39	89	83	84.7
20	810720631020	Mohamed Mujah	28	78	28	78	68	74.7
21	810720631021	Narkish Banu M	35	85	25	89	70	81.3
22	810720631022	Rahul T	30	80	25	78	77	78.3
23	810720631023	Ram Balaji S	41	91	38	75	88	84.7
24	810720631024	Santhosh Kumar	28	78	25	75	63	72.0
25	810720631025	Saravana Kumar	0	0	0	0	0	0.0
26	810720631026	Seetha Lakshmi	28	78	28	78	83	79.7
27	810720631027	Shafrin I	32	82	29	79	74	78.3
28	810720631028	Sindhuja A	27	77	26	76	72	75.0
29	810720631029	Sushma Rachel	40	90	36	86	85	87.0
30	810720631030	Sushmitha E	31	81	32	82	81	81.3
31	810720631031	Swetha M	35	85	36	86	86	85.7
32	810720631032	Vasanth R	34	84	34	84	83	83.7
33	810720631033	Venkatesan R	35	85	34	84	88	85.7
34	810720631034	Venkatesh B	34	84	30	80	74	79.3
35	810720631035	Venkatesh D	34	84	27	77	72	77.7
No. of Students Passed:				31		33	33	33
No. of Students Failed:				4		2	2	2
No. of Students Absent:				0		0	0	0
Subject Pass Percentage:				88.6		94.3	94.3	94.3


Class Coordinator


HOD

Part - A1. marketing:

• Marketing is about identifying and meeting human and social needs. Marketing is "meeting needs profitably".

• Marketing refers to activities of a company undertaken to promote the buying, selling of product, service and goods.

2. differentiate need, want, demand.

Needs	Want	Demand
Needs are requirement the exist naturally.	want are indirect requirement that a person like to get them	Demand is paying money for needs and wants
Needs are classified as physical needs, social need & individual needs	wants can be conditional and unconditional.	Demand is the quality consumer's willing to buy a product a various price during a given period.

3.

Value propositionst:-

• The value proposition consists of a whole cluster of benefits the company promises to deliver; it is more than a core positioning of the offering.

• It promises about the experience a consumer can expect from the company's market offering and their relationship with the supplier.

4.

Marketing concept vs selling concept.

marketing concept	Selling concept
Marketing concept is a business orientation which talks about accomplishing organisation goals by becoming better than others in providing customer satisfaction	Selling concept is the business notion, which is that a consumer and businessman remains unattended. It is short term process.
Directing goods and services towards consumer's mind	compelling the consumer's mind toward goods and services.
Marketing focus on customer needs.	selling concept focus on product.

5. CRM :-

• Customer Relationship management is the process of carefully managing detailed information about individual customer and all customer "touch point" to maximize loyalty.

• CRM enables companies to provide real time customer service through the effective use of individual account information.

Part(B)

6.

what are the challenges faced by marketers in global environment? How to overcome them?

Business marketer faces many of the challenges in the global environment. The major challenges are as follow:-

1. self-reference criterion
2. market Difference
3. Myopia
4. Brand history
5. organisation culture
6. National control and Barriers.

Self reference criterion:-

- self reference criterion is a concept in global marketing, where all marketers have some unconscious reference towards own culture, religion and values.
- Therefore it is important for marketer to have a self reference criterion but not get swayed away with them.
- It acts as a filter for sieving potential marketing idea regarding communication and new product in the global market.

Market difference:-

- many campaign implementation model include an element of 'adopt and adapt'; but there is some debate about how to achieve the result.
- Some brands choose a decentralised model whereby local market still hold a lot of autonomy.
- Other brands prefer a more centralised approach and give little to no leeway to local market.

3. Myopia:-

This suggest that a business in global market would do better in a long-term process, if marketer concentrate on meeting the utility of a goods and services rather than just trying to sell their product.

4. Brand history:-

many people think that the history of the brand plays a vital role in purchasing a product. Different countries have own unique civilization and culture. They pose special problem for international marketers.

5. Organisation culture:-

- The organisation intends to market products in various countries and must be sensitive to the cultural factor at work in the target market.

- The organisation culture is complex, and fully appreciating its influence is significant, effort and expertise.

3. National control and Barriers :-

- * Tariff and barriere indicate the tax and duties imposed on imports, marketer of global and other countries find it difficult to earn adequate profit while selling the product and services in host countries.
- * Bureaucratic rule in both the guest countries and host countries make global marketer's harder.
- * Different political system and various economic system cause instability in the international marketing.

8. with suitable example, explain the concept of consumer marketing. How it is different from Industrial market.

consumer marketing:-

Consumer marketing is defined as creating and selling products, goods and services to individual buyer. It is mostly opposed to trying to appeal to businesses.

- Consumer market involves the sales of goods and services to the end-users.

example:- A seller sells books, groceries and bag, that are purchased by customer who are going to use or consume it finally, then it is called customer marketing.

- In other words directly selling to the person who is the end user or who is going consume or utilize the product, goods and services.

Industrial marketing

- Where we consider the Industrial marketing, it is a factor market that involve the sales of finished and semi-finished goods that are used by the buyer as a raw-material in their production product, process.

For example when a manufacture of large furniture company making table, ~~the~~ chair etc... purchase the required wood from other timber/teakwood company where they would use this wood to manufacture furniture in the market, This is called Industrial market.

Difference of customer marketing and Industrial marketing.

- Customer marketing is B2C type of marketing where as industrial marketing is B2B marketing.
- Customer marketing relies on gaining extensive knowledge about customer preference of the end user, where as industrial marketing relies on tools of competitive tendering and effective channel between industrial company and the professional buyers of their highly specified product.

9 As a marketing strategy manager at Nirma, enumerate how you would prepare Nirma to face the global giant.

The Swot Analysis A Nirma Detergent product.

Strength:-

- 1) low cost
- 2) strong distribution channel
- 3) high productivity.

4) High brand quality

Weakness :-

- 1) Lack of global tie-up
- 2) Less popular with elite class customer
- 3) Sub-optimal working condition
- 4) Other giant competitors

Opportunities :-

- 1) A fast growing FM&C market
- 2) Better development across the country.
- 3) Can also enter into other products like shampoo, paste, dishwashing bar etc..

Treats :-

- 1) Strong competitors (excal, orical)
- 2) Substitute product available
- 3) New player entry in market

Future Strategies.

- * Nirma could expand the board in global market with the help of joint-venture business companies.

- * And we should build brand equity from the customer so, the product should be available at rural area across various parts of India.

- * Since the price is lower than compared to Ariel and Surf, economically weaker people may be targeted to buy the product, thereby we should expand the distribution channel.

- * Using Technological factor, now-a-days, Internet is growing widely and the people are using internet for almost everything.

- * There are many retailing website and we can showcase our product in those website which will help as a medium for customers to buy the product, the review of the product are shared by the customers on this basis we can increase sales.

* We can provide the detergent with unique fragrance which customer would prefer the most. We would provide better solution for stain removal and maintain the quality of the clothes.

* Build up unique niche for the products manufacture in nirma and focus on the customer preference and quality

* Public relation often plays a vital role in purchasing of product, we should launch innovative advertisement, campaign that attracts the customer, by using media relation tactics.

Name: Devadharshini.P

Reg No: 810720631007

Sub: Marketing management

25/50

Part - A

1. Define Marketing

According to Philip Kotler, "marketing is a human activity directed at satisfying needs and wants through exchange process".

2. Differentiate - Needs, Wants & Demand

* Needs are the basic requirement of a human being, like food, cloth, sheltered

* Wants are the satisfier of needs.

* Demand are wants for specific products. They are backed by willingness and ability to buying power.

3. Value proposition:

A value proposition is a simple statement that summarize why a customer would choose your product or service. It communicates

The clearest benefit that customers receive by giving you their business. Every value proposition should speak to a customer's challenge and make the case for your company as the problem-solver.

4. Marketing vs selling concept

The marketing concept is focusing on the necessities of the purchaser, whereas the selling concept is focusing on the obligation of the suppliers. The marketing concept is working for the satisfaction of the customers and their needs through the different products, while the selling concept is working to turn the products into cash whereas in the selling concept, there is a seller who rules the market. In the marketing concept, the struggle is arranging on consumer pleasure, while in the selling concept, competition is mostly arranging on sales.

5 CRM:

Customer Relationship management (CRM) is a process in which a business or other organisation administers its interaction with customers, typically using data analysis to study large amount of information.

Part - B

b. self - Reference criterion

It is often defined as an unconscious reference to one's own cultural values, experiences and knowledge as basic for decisions. That is to say that one's own culture or company knows the best how do things.

Tariff barrier:

Tariff barrier indicate taxes and duties imposed on Imports.

Administrative Policies:

Advertisement bureaucratic rules or administrative procedures.

considerable Diversions :

Different countries have their own unique civilization & culture.

Political Instability or environment :

Different political system different nation economic system & political instability are sum of real challenges that international market have to face.

Place constraints :

Trade in foreign countries of far distance itself practically difficult.

Variations in exchange rate :

Every nation has its current rate is to be exchanged with currencies of other nations.

Terrorism

Terrorism is a global issue, a worldwide problem.

Overcome Top challenges of International market Environments:

Consider using A Recruitment Agencies

Whether you're expanding your business across the Americas, Asia or Europe, you have to realise that hiring & recruiting talent isn't going to be easy.

Communication barrier

Good communication is essential for your success in foreign markets, to be able to make a break through you got to speak the language of your customer.

Cultural Differences

When making plans for doing business internationally, be ready to faced some culture difference too...

Foreign laws & regulations:

Paying fines for breaches of hours laws & regulations can be quite costly sometimes.

7) Functional Areas of marketing

(i) Advertising:

Individuals working in their field focus on creating ad with the correct messaging for the target audience or customer. Additionally, advertiser must decide on the best way to display these ad in the mass media with an goal to reach the customers.

(ii) Data / Analytics

In the world where "Big Data" is the new norm, it's becoming increasingly more important to collect, analyze and make meaning of data.

(iii) Digital / Inbound marketing:

Easily one of the most ground-breaking thought leadness in the industry. HubSpot coined the terms "Inbound marketing" to describe the process where companies organically bring in leads and the correct target customer.

v) Merchandising:

Individual working in merchandising will need to understand how to push a particular product or product group out to target customer.

(vi) Product marketing:

Product marketing focus on everything marketing related to the success of a particular product (for customer).

(vii) Sales:

This area includes the efforts needed to effectively to cover. Propels into customer, or mining - the - vault with current customer.

Part - c

9) Red - Bull - Case:

(i) Maximizing the Idea behind their tagline:

Red bull messaging strategy revolves around their tagline like "Red bull gives you wings". It focuses on the idea

product gives people the wings / energy they
needs to do whatever they want when
they want.

Making it available to all categories.

48/50

Cycle Test - 2 July

Part - A

1. Positioning:-

Positioning may be defined where the product (the item or service) stands in relation to others offering similar products and services in the marketplace as well as the mind of the consumer.

Marketing position refers to the ability to influence consumer perception.

2. Characteristic of B2B customers:-

- B2B market have many B2B customers, geographically dispersed.
- B2B customer have large scale orders
- B2B customer focus on the price and cost-saving strategy.

3. Industrial marketing:-

Industrial marketing is B2B (Business to Business marketing) and promotes goods and services from one business to another

Industrial marketing is extremely complex and a longer sales cycle.

4. Who is the decider in organisational buying?

In an organisational buying process the person who makes the decision is the decider. The decider is often difficult to identify because he or she may not necessarily be the one who has the formal authority to buy.

5. Customer value:-

Customer value is the perception of what a product or service is worth to a customer versus the possible alternatives.

Customer value is incremental benefit which a customer derives from consuming a product after paying in return.

6. Enumerate with example, how CRM can be used to capture value for customer.

Customer Relationship Management:

- The CRM is overall process of building and maintaining profitable customer relationship by delivering superior customer value and satisfaction.

- CRM involves managing detailed information about individual customers and carefully managing "customer touch point" in order to maximize customer loyalty.

- CRM involves the use of Information Technology - Data mining, Data Mart, Data warehouse, cloud computing, etc...

Some of the leading CRM providers are

- Zoho
- Salesforce.com
- Oracle
- Microsoft
- Hubspot

Four purpose for CRM

1. Manage customer data
2. Sales process
3. Revenue forecasting
4. Relevant marketing.

- CRM provides the insights on customers, prospects and suppliers. A company can use this information to identify pain point, improve process, sell more and build more customer loyalty.

- The goal of using CRM is to improve and expand a customer lifecycle, by enhancing relationships, adapting customer retention and customer touch.

Example:-

Amazon CRM:-

- Amazon has become the go-to-online platform for online shopping. One of the main reason for the success of this is Amazon's CRM system.

- Amazon has one of the most complete CRM infrastructures in the world that harnesses customer data during purchases to instantly customise user's online experience.

- When purchasing an item from Amazon, you will need to setup a personal account. Then, Amazon can track your purchases and browsing history to tailor marketing campaign and email campaign based on things you will probably like.

- Moreover, you can configure you account to setup purchase in one-click. This is one of Amazon's most popular feature and customer appreciate it as it dramatically speeds up the checkout process when making a purchase.

8. What is a product life cycle? List its various stages and describe the characteristic of each phase.

Product life cycle:-

The product life cycle is the process a product goes through from when it is first introduced into market until it declines or is removed from the market.

The product life cycle has four stages:-

1. Introduction
2. growth
3. maturity
4. decline

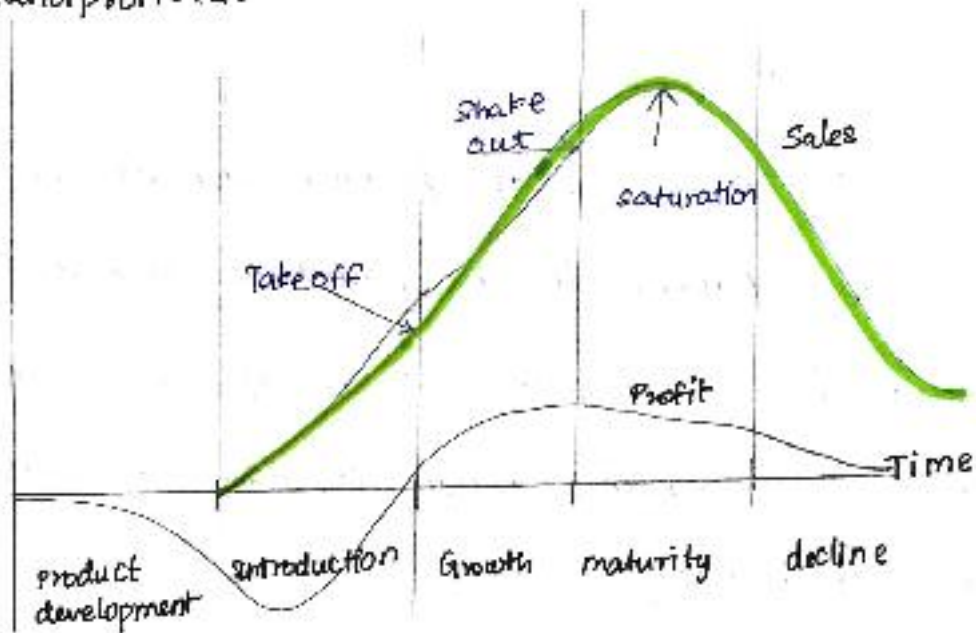
While some product may stay in a prolonged maturity state, all products eventually phase out of market due to several factors including saturation, increased competition, decreased demand and dropping sales.

A company uses product life cycle analysis to create strategies to sustain their

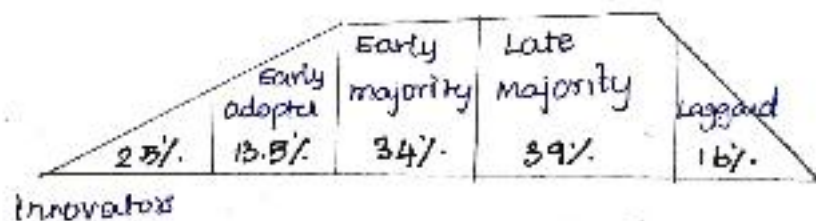
product longevity or change it to meet with market demand or developing technologies.

Product life cycle

Sales and profit (₹)



Losses/ investment (₹)



Introduction:-

Once the product is developed, the first stage is its introduction stage. The product is newly launched in the market with

- Low sales
- High cost per customer

- The product financially losses.
- Innovator customers
- Few (if any) competitors.

2. Growth phase:-

By the growth phase, consumers are already taking to the product and increasingly buying it. The product concept is proven and is becoming more popular - and sales are increasing.

- increasing sales
- cost per consumer falls
- profit rises
- increasing number of customers
- More competition.

3. Maturity phase:-

When a product reaches maturity, its sales trend to slow or even stop - signaling a largely saturated market.

- peak sales
- cost per customer lowest
- profit high
- mass market
- stable number of competition

4. Decline phase:

In the decline stage, the product sales drop significantly and consumer behaviour changes as there is less demand for the product. The company's product loses more and more market share, and competition tends to cause sales to deteriorate.

example:- typewriters, Telegrams

Part-c

10. What are the steps that Bata would have taken to enter trendy casual footwear into this new product category? Enumerate in detail?

Developing and implementing a strong marketing strategy is crucial for the new product and the positioning of the brand Bata.

In terms of the product type, casual footwear is the largest segment in the Indian footwear market and contributes to approximately 67% of the total retail footwear market.

1. develop a launch plan:-

The first step to launch a new product in the market is to prepare a flawless launch plan with a research about the competitor, marketing strategy, current market environment.

2. Evaluation of the segments:-

- understand the segment size and growth
- segment structural attractiveness
- company objective and market

3. Target Market :-

Bata company should understand the set of buyer who wants to have trendy casual wears and then it should decide to serve.

4. The factors in choosing targeting strategy

- company resource
- Degree of product variability
- product-life cycle stage
- Market variability
- competitor marketing strategy

5. Positioning and differentiation:-

The value proposition of the product should be created with value to target segment and what position do they want to occupy in those segment.

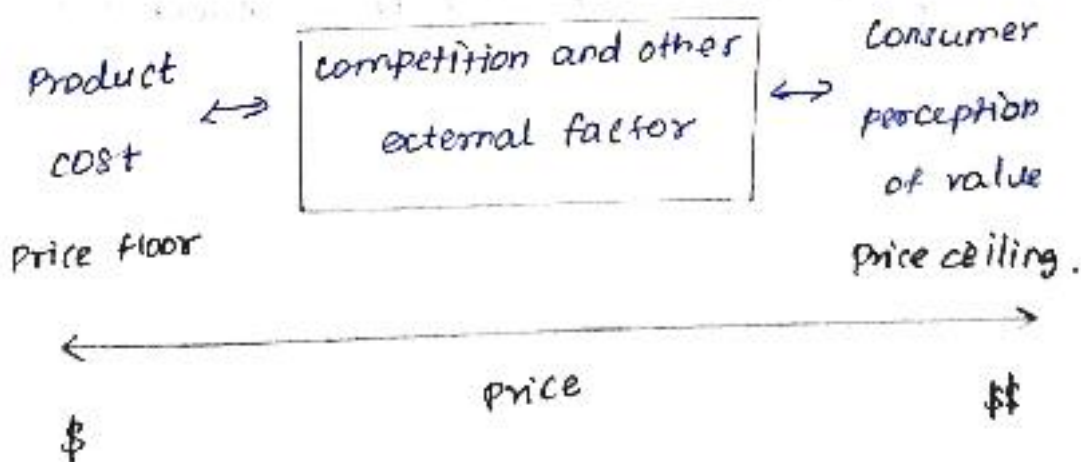
6. Product position:-

Data should explain the way the product is defined by consumer on the important attributes.

7. choosing a positioning:-

1. Data should identify possible value difference and competitive advantage
2. They should choose a right competitive advantage
3. They should select an overall positioning strategy.
4. They should develop a positioning statement.

8. Pricing of the trendy casual footwear.



Bata could prefer to provide pricing based on cost or value.

cost based pricing:-

- cost-plus pricing
- Break-Even Analysis
- Target profit pricing.

9. Channel management:-

They should setup an independent approach to distribute the product for the consumption to the consumer.

Since they are launching a new product they could follow multichannel distribution system

These are the steps taken to launch a new trendy casual wear in market.

1. Positioning Definition:

Positioning defines where your product (item or service) stands in relation to others offering similar products and services in the market place as well as the mind of the consumer.

Description: A good positioning makes a product unique and makes the users consider buying it as a distinct benefit to them.

Developing statement for Positioning:

A statement that summarizes company or brand positioning.

Format 1- To < target segment of need >

Our < brand > is < concept > that < point of difference >

Eg:- Coca-Cola.

2. Enumerate at B2B Customer:-

Consumer market.

- * many customer, geographically dispersed.

- * small total dollar amounts due to fewer transactions.

Business market.

- * Fewer customer often geographically concentrated with a small number accounting for most of the company sales.

- * larger dollar amounts due to more transactions.

3. mean of industrial marketing:-

Industrial marketing (Business to business marketing) is the marketing of goods and services by one business to another. Industrial goods are those an industry or user to produce an end product from one or more raw materials.

Examples of industrial marketing:-

- * Agriculture
- * Forestry
- * Fisheries
- * Mining
- * Manufacturing.

4. Decider in Organizational Buying:-

The person who actually makes the decision in the organisational buying process. The decider is often difficult to identify because he or she may not necessarily be the one who has the formal authority to buy.

5. Short note on Customer Value:-

Customer value is very important every organizational. Customer value is defined balance between the benefit a customer service. The customer effort, difficulties the face in using or obtaining the product or service.

Customer value is decided to Product Good or bad. then after we should change our manufacturing Product depends on Customer value.

PART - B

6. Enumerate with example CRM used to capture value from Customer:-

CRM = Customer Relationship management

* Overall process of building a manufacturing profitable customer relationship by delivering superior customer value & satisfaction

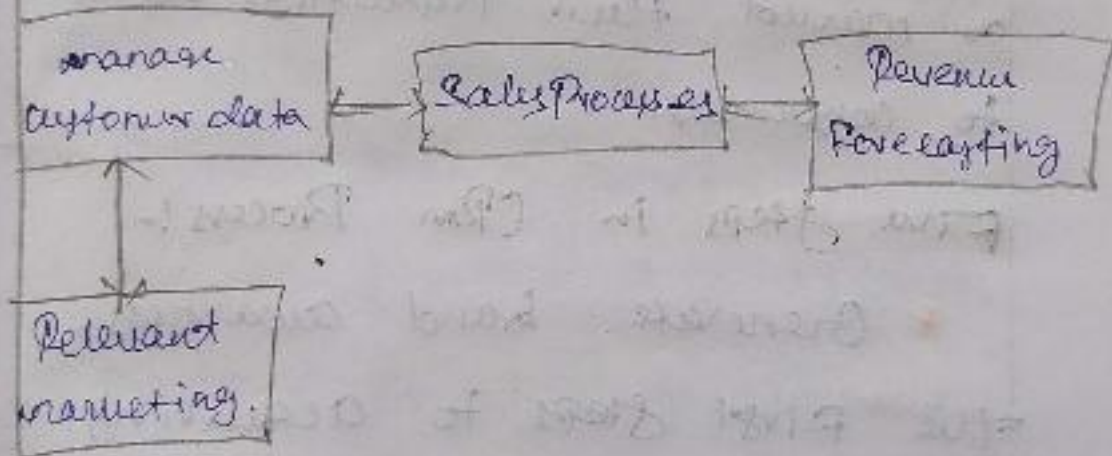
* Involves managing detailed information about individual customers and carefully managing customer touch points in order to maximise customer loyalty.

* Touch point is physical or virtual.

* Involves the use of information technology data mining, data mart, data warehouse, cloud computing, etc.

* Leading CRM Providers - Zoho, Salesforce.com, Oracle, Microsoft, HubSpot.

Four Purpose for CRM:-



Capture value from customer:-

* Superior customer value leads to highly satisfied loyal customers who buy more.

* Key outcomes of customer value include customer loyalty and retention share of market, share of customer and customer equity.

Example of capture value:

- * Best Producers who join an alliance to market backgrounded calves or retain ownership of animals in the feedlot.

- * Producers who form cooperatives to build meat packing or ethanol plants. Producers who sell their production directly to consumers.

Five Steps in CRM Process:-

- * Generate brand awareness.

The first steps to acquiring new customers is to introduce them to your business.

- * Acquire leads

- * Convert leads into customers

- * Provide superior customer service

- * Drive loyalty.

9. Difference between targeting & positioning :-

- targeting strategy!

- * Company resources
- * Degree of Product validity
- * Product life ~~stage~~ cycle stage
- * market variability
- * competitor's marketing strategy.

Evaluating segments:-

- * Segment Size & growth
- * segment structural attractiveness
- * company objectives & resources:

targeted market:-

A set of buyers who share common needs or characteristics that the company decides to serve.

Challenges in Targeting:

- * Not understanding customer
- * Targeting wrong audience.
- * Ethical considerations.

Choosing a Positioning & Differentiation Strategy:-

- * Identifying possible value differences and competitive advantages.
 - * Choosing the right competitive advantage.
 - * Selecting an overall positioning strategy.
 - * Developing a Positioning Statement
- Choose the right competitive advantage:
- * Important
 - * Distinctive
 - * Communicable
 - * Pre-emptive
 - * Affordable
 - * Profitable.

Developing Positioning Statement:

- * A statement that summarizes company or brand positioning.

- * Format :- To < Targeted segment > needs < our < brand > is < concept > that < point of difference >

- * eg :- Coca-Cola.

Communicating & Delivering the Positioning.

- * All marketing mix elements should support the positioning strategy.

- * It is easier to come up with positioning strategy rather than implementing.

- * Once built company should adhere the positioning.

- * Abrupt changes to positioning should be avoided.

- * However positioning is validated by the consumer.

Coca-Cola Positioning Statement:

* Online In various options,
Coca-Cola products inspire happiness
and make a positive difference
in customer lives, and the brand
is intensely focused on the needs
of consumers and customers.

Part - c

10-

Bata is now leading
footwear company in India. They
are making many hardware about
footwear. Now their implement
New Product

New Product development
is the process of bringing an
original product idea to market
Although it differs by

Industry, It can essentially be broken down into five stages:-

- * Ideation
- * Research
- * Planning
- * Prototyping
- * Sourcing.
- * Copying.

→ This are Process very important to new Product arrival in india

→ The most critical step at the new product release process is research and testing. It is a smart idea its conception a deeper look to reveal major vulnerabilities. Bata entered into this category to break the perception about its brand and also to capitalize the market.

College Code	8	1	0	7									
College Name													
Register Number	8	1	0	7	2	0	6	3	1	0	0	5	
Name of the Candidate	Balaji T												
Degree	MBA												
Branch							Semester	2					
Question Paper Code													
Subject Code	B	A	5	2	0	7							
Subject Name	Marketing Management												
Date	3	8	21	Session	FN	AN							
No. of Pages used	32			In words									
All particulars given above by me are verified and found to be correct													
Signature of the Student with date	Balaji / 3/8/21												

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Instructions to the Candidate: Put Tick mark (✓) for the questions attended in the tick mark column against each question												
PART - A			PART - B & C								Grand Total (in words)	
Question No.	✓	Marks	Question No.	(i)	(i)	(ii)	(ii)	(iii)	(iii)			
				✓	Marks	✓	Marks	✓	Marks			
1	✓		11	a							Grand Total	
2	✓			b	✓							
3	✓		12	a								
4	✓			b	✓							
5	✓		13	a	✓							
6	✓			b								
7	✓		14	a	✓							
8	✓			b								
9	✓		15	a	✓							
10	✓			b								
			16	a	✓					Grand Total		
				b								
Total											92/100	

Declaration by the Examiner: Verified that all the questions attended by the student are valued and the total is found to be correct

Date	Name of the Examiner	Signature of the Examiner
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Part-9

1. Marketing:

Marketing is the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large. It is one of the primary components of business management and commerce. Marketers can direct their product to other businesses or directly to customers.

2. Human needs:

Human needs are commonly used to refer to the drivers of people's actions, the motives behind human behavior. Other uses of the concept include needs as instrument to achieve a certain goal and needs as societal requirement to flourish or experience a good life. Needs as motives imply that all human actions can be understood as originating in the quest for satisfying or actualizing needs.

3 Industrial Marketing:

Industrial Marketing also known as business to business (B2B) marketing is a branch of communication and sales that specializes in providing goods and services to other business, rather than individual customers.

Because Industrial Marketing often involves large order and long term relationship between the producer and client, the process from first pitch to close of sale is often more complex than the process between a business and a private customer.

4. Positioning:

Positioning is the concept of associating and developing a mental position in the public consciousness about your brand and its products and services. Since minds are so stuffed with information it becomes important in choosing a unique position in the mind.

Eg: In supermarket chocolates were placed in Bill Counter.

5. Purpose of advertising:

Advertising has three primary objectives: to inform, to persuade and to remind.

Information Advertising:

It creates awareness of brand, product, services and ideas. It announces new products and programs and can educate people about the attributes.

Persuasive Advertising:

It tries to convince customers that a company's services or product are the best, and it works to alter perceptions and enhance the purchase of a company or product.

Reminder Advertising:

It reminds people about the needs of product or service, or features and benefits it will provide when they purchase promptly.

6. Social classes:

Social class also called class a group of people within a society who possess the same socioeconomic status. Besides being important in social theory, the concept of class as a collection of individual sharing similar economic circumstances has been widely used in censuses and in studies of social mobility.

The social classes are upper, upper-middle, middle, working and lower.

7. Influences:

In the contemporary globalised markets opinion leaders play a vital role in the process of purchasing decision making of consumers.

In today's society social influences like journalists, celebrities, bloggers magazines and brand advocates are regarded as "the most powerful force in the fashion market place"

They impact autonomous purchasing decision based on their personal opinion, ability and passion are often considered experts in their field.

3. Product Planning:

Product Planning is the process of searching ideas for new products, screening them systematically, converting them into tangible products and introducing the new product in the market. It also involves the formation of product policies and strategies.

Eg: Improvement in product, expansion or contraction of product mix, Label, packing, color, design, size, price etc.,

a. Consumer Behavior:

Consumer behavior is the study of how individual consumers, group or organization select, buy, use and dispose ideas, goods and services to satisfy their needs and wants. It refers to action of consumers in marketplace and the underlying motives for those action. Marketers expect that by understanding what cause the consumer to buy particular goods and services they will be able to determine which products are needed in the marketplace, which are obsolete, and how best to present the goods to the consumers.

b. Customer Retention:

Customer Retention refers to a company's ability to turn customers into repeat buyers and prevent them from switching to a competitors. It indicates whether your product and quality of your

Product and the quality of your service please your existing customers

Part b

11

b) Challenges faced by Marketers in global environment:

The Main Challenges faced by marketers in global environments,

→ Self reference criterion

→ Market differences

→ Myopia

→ Brand Working

→ Organization Culture

→ National Central & Barriers

Self reference criterion

As globalization of rapidly changes, today's global managers whose company operates in many parts of the world.

It is common that after selling a product or service successfully

many firms assume that a product or service will, without adoption, also be successful in the foreign market therefore one of the primary reasons to international marketing. Particularly for those firms approaching international marketing first time, a self reference criterion

Market difference:

A change in the market price after a stock has been bought or sold short, necessitating an adding of more margin the withdrawal of margin in part or in whole. For information as to deposits of margin required to cover market difference in ~~these~~ ~~some~~ contracts in stocks, grain, cotton, coffee etc., mutual deposits as a contracts.

Myopia:

Marketing myopia suggests that businesses will do in the long term if they concentrate on meeting the utility of a product or good, rather than just buying to sell their products. It is a situation when a company has a narrow-minded marketing approach and it focuses mainly only one aspect out of many possible marketing attributes.

Brand history:

The concept of 'Branding' has been around for hundreds of years and likely much longer, what it means to brand. Something has bounded each of the order which of branding are still in use of today.

Brand originally referred to a place of burning wood. It wasn't used as a verb until late.

Organization Culture:

It defines the proper way to behave within the organization. This culture is consist of shared beliefs and values established by leaders and then communicated and reinforced through various methods shaping employee, perception, behaviours and understanding.

National Control and Barriers:

National trade is controlled by both businesses and government as long as no one puts up trade barriers.

In general trade barriers, keep firms from getting to one another in foreign markets. The major obstacles to national trade are Natural barriers, tariff barriers and Non tariff barriers.

12

b) Stages in Organisational buying process:

Organisation buying process refers to the process through which industrial buyer makes a purchase of goods and services for running his business operations and running his business operation and therefore it has to go through complex problem solving and decision making process.

A buying centre consisting of members of the organisation participate in the purchase process and take relevant decisions according to different buying situations.

There are eight stages.

- Problem/Need recognition
- Definition of characteristic and quantity needed.
- Development of product specification
- Search and qualification of potential sources.

- acquisition and analysis of ~~problem~~ proposal.
- Evaluation and selection of Suppliers.
- Selection of an order routine

D) Problem / Need recognition

It starts with realization of need or problem within the organization. It may be need for a new Computers, Printers etc. or problems like inventory shortage and under-production which can be solved by procuring more stock and buying new machines in the latter case.

ii) Definition of characteristic and quantity needed:

This stage further clearly defines the problem in hand and laying down the general characteristics of a product or service that may solve the problem. For eg: deciding the cost

type, quantity and quality computer, stock or machine to be bought. This may be done by a Purchase Committee, Production manager, technical manager or top management.

3) Development of Product Specification
Once the general specifications have been laid down, the buyers look for information about various product alternatives and lay down well defined product specification that is to be bought. This is generally done by the department or group or individual who will use or distribute the product.

4) Search and qualification of potential sources;

After Product Specifications have been laid down, the buyers enter the marketplace and make trips and collect samples. Buyers also conduct a value analysis and determine various sellers that have the ability to provide the required quality and

good quality of Producer needed.

5) Acquisition and Analysis of Proposal:

This step involves getting quotations from different sellers and floating tenders. The offers received by various parties are then scrutinized against the previously developed criteria and few sellers are shortlisted who can satisfy all requirements.

6) Evaluation and Selection Suppliers:

The shortlisted suppliers are then evaluated on basis of:

- Past reputation.
- Quality of product
- Delivery and payment terms.
- Guarantees, warranties, Discounts, Assurance offered by seller.
- Price of product.
- After Sale Service.

Suppliers are reviewed again and again and then one or more than one supplier may be selected.

7) Selection of an order routine:

At this stage the buyer place an final order with the chosen supplier or suppliers specifying all the technical specifications, quantity needed, expected delivery time, payment and return terms, installation or after sale service.

8) Performance feedback and evaluation:

The last stage involves deciding whether to re-order, modify the order or drop the seller. The buyers evaluate their satisfaction with the producer and the seller and communicate the response to the seller. An order schedule is prepared for a month, quarter or year and the organization enters into a contract with the seller.

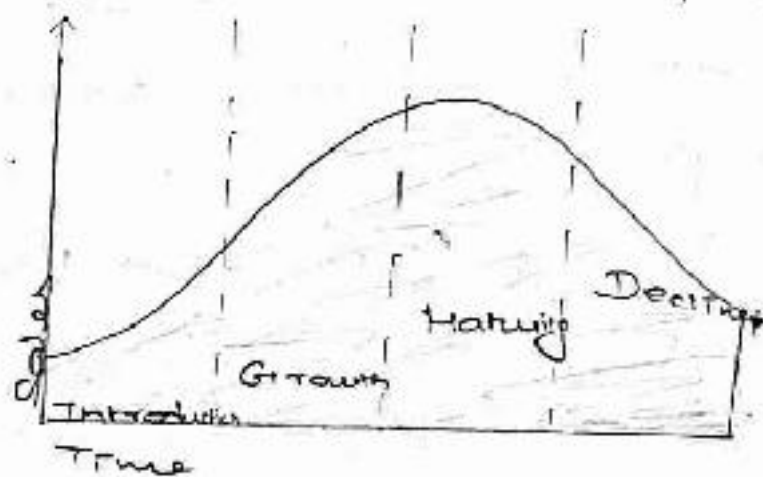
13
a) Product Cycle:

The product cycle is the course of the life of a product from when the product is in development to after it has been removed from the market.

Whether you're looking through your parents old VHS tapes or shopping for a new smartphone, you're participating in and experiencing different stages of the product life cycle or PLC.

When a product enters the market, often unbeknownst to the consumer, it has a life cycle that carries it from their beginning introduction stages all the way through their decline or eventual retirement.

When some product may stay in a prolonged maturity state, all products eventually phase out of the market due to several factors including saturation, increased competition, decreased demand and dropping sales.



Stages of Product Life Cycle:

1. Introduction:

Once a product has been developed, the first stage is its introduction stage. In this stage, the product is being released into the market when a new product is released. It is often a high-stakes time in the product life cycle, although it does not necessarily make or break the product's eventual success.

During the Introduction Stage, marketing, and promotion are at high and the company often invests the most in promoting the product and getting it into the hands of consumers. This is perhaps best show-cased in Apple's (AAPL) - Get Report famous launch presentations, which highlights the new features of their newly (or soon to be released) products.

Costs are generally very high and there is typically little competition. The principle goals of the Introduction Stage are to build demand for the product and get it into the hands of consumers - hoping to later to later cash in on its growing popularity.

2. Growth:

By the growth stage, consumers are already taking to the product and increasingly buying it - the product concept is proven and is becoming more popular and

Other companies become aware of the product and the space in the market which is beginning to draw attention and increasingly full in revenue. If the competition for the product is especially high the company may still heavily invest in advertising and promotion of the product to break out competitors. As a result of the product growing, the market itself tends to expand. The product in the growth stage is typically tweaked to improve functions and features.

3) Maturity!

When a product reaches maturity, its sales tends to slow or even stop - signalling a largely saturated market. At this point, sales can even start to drop. Pricing at this stage can tend to get competitive, signalling margins.

shrinking as price begins falling due to the weight of outside pressure like competition or lower demand. Marketing at this point is targeted at fending off competition and companies will often develop new or altered products to reach different market segments.

4) Decline:

Although companies will generally attempt to keep the product alive in the maturity stage as long as possible, decline for every product is inevitable.

In the decline stage, product sales drop significantly and consumer behavior changes as there is less demand for the product. The company's product loses more and more market share. Competition tends to cause sales to deteriorate.

4

Q) Online Buying behaviour:

Online Buying or shopping refers to the process of researching and purchasing products or services over the internet. Number of buying researchers have five stages such as

- Problem recognition
- Information search
- Evaluation of alternatives
- Purchase decision
- Post-purchase behavior.

Still there is no consensus on the applicability of consumer behaviour models to online buying has even been divided into two stages. First consisting of searching, comparing and selecting. Placing an order termed stage is order tracking and keeping or returning termed as order fulfillment stage. Post adoption or continuation with online buying

In the area which still needs substantial work.

Traditionally buying by individual's have taken the complex mixture of store, mall, television purchase, mobile based shopping not only developed western countries but even Asian countries with poor infrastructure and low purchase penetration rate are equally adopting online buying.

An online shop chooses the physical analogy of buying products or services at a regular marketplace or shopping centre. The process is called business to consumer (B2C) online shopping when an online store is set up to enable businesses to buy from another businesses the process is called business to business (B2B) online shopping.

Advantages:

- Convenience of online shopping.
- Save time and efforts.
- No pressure shopping.
- Get detailed information of the product.
- Wide variety/range of products are available.
- we can compare various models/brands.

Disadvantages:

- Delay in delivery
- Lack of significant discount in online shopping
- Lack of touch & feel of merchandise on online shopping
- Lack of interactivity in online shopping
- Lack of shopping experience

Factors of Online Behavior:

→ The external factors are the ones beyond the control of the customer. They can be divided into three sectors

→ Internal factors are the personal traits or behaviors which include attitudes, learning, perception, motivation, self image

→ The functional motives and the Non-functional motives

15

a) Cause Related Marketing:

In an age where transparency is ~~very~~ vital to their bottom line, businesses are realizing that consumers are concerned with their impact on society. Consumers expect brands to be socially responsible.

→ 70% of consumers want to know how brands are addressing social and environmental issues.

→ 46% of consumers pay close attention to a brand's action.

One solution businesses are pursuing is cause marketing. Cause marketing involves a collaboration between a for profit business and a non profit organization for a common benefit. Cause marketing can also refer to social or charitable campaigns run by for-profit brands.

Typically, a brand's association with a non-profit will boost their corporate social responsibility. The non-profit, in exchange for their ethical contribution to the collaboration, creates more awareness for their organization.

As new generations bring in new values, businesses must learn to pivot their strategies in order to keep up. Businesses that care about sustainability and ethics are at the top of consumers' lists and cause marketing can help bring a business's social responsibility to their customer's attention.

Examples!

1. Lifebuoy's help a child reach.

In rural India, many kids die before age of 5 due to poor hand hygiene of the caregivers. Lifebuoy identified one such village where children contract preventable infection like diarrhoea and decided to conduct a real life experiment.

The subject: a to be mother
 To object: to raise awareness around hand hygiene. The village saw an overwhelming drop of diarrhoea incidence from 35% to 5% after the release of video. Conceptualized by Lowe Pintas, the campaign ranked #1 in World 100: The world's best ~~and~~ Cause Marketing Campaign.

2. Nike - Face Shields:

Nike is another sport company that has found a way to produce much needed PPE to medical professionals who are combatting coronavirus.

Working with the Oregon Health & Science University, Nike have been able to design and manufacture full face shield and respirator lens.

The equipment uses some of Nike's existing apparel features such as collar padding once used for shoes and caps and for sweatshirts and hoodies.

16
a)

Marketing strategy of Parle!

Starting its operations in 1929 with just 12 people, Parle company has come a long way in the last 8 decade. It has emerged as the largest biscuit brand globally. To reposition itself and drive a fresh campaign, Parle has roped in earlier famous writer - Lyricist Javed Akhtar for the campaign "Bharat ka apna Biscuit". With this repositioning, Parle is eyeing on increasing its market share in premium segment biscuits from current 15% to 20% in the year 2017-2018.

Not only that, Parle has recently come up with a campaign which wants to highlight the many different types of biscuit which Parle manufactures. The reason for this campaign was that Parle as a mother brand was getting weaker as compared to the brands.

Segmentation!

Segmentation is the process of defining the characteristics of the subdivision of a population or the market. Parle uses psychographic and demographic Segmentation strategies to understand the different set customers and their respective needs. Demographic Segmentation is majority used for standard range of biscuits, which have to be distributed for and wide. Psychographic Segmentation is used for premium range of biscuits such as Hifano targeted towards the SECA to SEC B classes.

It's customer targeting process both differentiated and undifferentiated Segmentation strategies depending on the kind of product. Like it has Parle-G which is a product for customers of all group and Pheane while it has premium biscuit brand also meant for middle/upper middle

Paile has repositioned itself as a value based brand offering biscuits which have Indian origin and is known for creating memories

Pricing:

Keeping Price same from 1996-2006 without compromising on quality, Paile did this adding more manufacturing locations increasing efficiency of the factories and reducing transport cost which helped the company to emerge as the largest selling biscuits in world by volume.

Distribution strategy:

Paile produces nearly 400 million biscuits a day and make it available to more than 5 million outlets. Paile make its products available through a variety of distribution channel. It distributes through outlets, distributor, e-commerce.

Brand equity:

Parle Ps India's most trusted biscuit brand and it has continued for a legacy from more than 70 years. The Parle brand with its distinctive yellow color packaging and strong association with the customer through its advertisement has created strong brand identity.

Customer analysis in Marketing Strategy of Parle

Customers of Parle are people from all age group. The majority of its customers are from lower income group / middle income group people.

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College Name												
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Name of the Candidate	Jainy Arjun S											
Degree	MBA											
Branch	MBA						Semester	2nd				
Question Paper Code												
Subject Code	2	0	7									
Subject Name	Marketing Strategy											
Date	03	08	21	Session	FN ✓			AN				
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Part - A

1. Marketing:

The process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return.

2. Human need:

Needs are the basic requirements of a human being, like food, cloth, shelter, etc. Human needs are state of the felt deprivation. They are physical, social and individual.

3. Industrial marketing:

Industrial marketing happens when one business tries to sell industrial products or services to another. It is a form of B2B marketing, but because of the nature of what's being sold.

4. positioning:

Positioning involves arranging for a product to occupy a clear, distinctive, and desirable place relative to competing products in the minds of target consumers, which is accomplished through formulating competitive

positioning.

5. ~~What~~ purpose of Advertising:

- awareness
- Remind to use
- changing belief about the brand
- To assist salesman in marketing products.
- Generating direct sales.
- Building the company's image

6. Social class:

In a social class, people try to make the same kind of purchases as are expected by their peers. The marketer try to target these products on class-based market segments.

7. Role of influencers in buying process:

Though the role of influencers in buying process is to help define specifications and provide information for evaluating alternatives.

8. product planning:

Product planning is the ongoing process of identifying and articulating market requirements that define a product's feature set. It serves as the basis for decision-making about price, distribution and promotion.

9. consumer behaviour:

Consumer behaviour is the study of how individual customers, groups or organisations select, buy, use, and dispose of goods and services to satisfy their needs and wants.

10. customer retention:

Customer retention refers to the ability of a company or product to retain its customers over some specified period.

High customer retention means customers of the products or business.

Part - B

11. b) Market in globalised environment:

A global firm is operating in more than one country, gains R and D, Production, marketing and financial advantages in its costs and reputation that are not available to domestic competition.

Challenges:

- Self-Reference orientation
- Market differences.
- myopia
- Brand history.
- organisation culture.
- National controls and barriers.

Self-reference criterion:

It is often defined as an unconscious reference to ~~our~~ one's own cultural values, experiences and knowledge as a basis for decisions. That is to say that one's own culture or company.

Market differences:

The market is defined as a physical or virtual set up where the buyers and seller need to proceed exchange of goods and services.

Myopia :

Myopia is the short-sighted and inward looking approach to marketing which focuses on fulfilment of immediate needs of the company rather than focusing on marketing from customer's point of view.

Brand history :

A brand history is a cohesive narrative that encompasses the facts and feelings that are created by a brand. This might be the challenge for a marketer.

Organisation culture:

Organisation culture consists

organizational - wide shared meanings, values and

beliefs. organizational leader will use shared

language, stories & rituals

12.6) Stages in organisational buying process that leads to purchase:

Marketing & Buying Decision:

The organisational buying

Process contains eight stages, which are ~~different~~ in

Although these stages parallel those of the

consumer ~~buying~~ buying process.

Problem recognition:

The process begins when someone in the organization recognizes a problem or need that can be met by acquiring a good or service. Problem recognition can occur as a result of internal or external stimuli.

Verbal need description:

Once they recognize that a need exists, the buyers must describe it thoroughly to make sure that everyone understands both the need and the nature of solution the organization should seek.

Product specification:

Technical specifications come next in the process. This is usually the responsibility of the engineering department. Engineers design several alternatives, with detailed specifications about what the organization requires.

Supplier search:

The buyer now tries to identify the most appropriate supplier. The buyer conducts a standard search to identify which providers offer what they need, and which ones have a reputation for good quality.

Proposed socialisation :

During the need stage of the process, suppliers are invited to submit proposals. Depending on the nature of the purchase, some suppliers send only a catalog or sales representative

supplier selection :

At this stage, the buyer reviews the proposals and makes a choice. A significant part of this selection involves evaluating the vendors under consideration. Proposals may be scored by different decision makers using a common set of criteria.

Order - routine specification:

The buyer now writes the final order with the chosen supplier, listing the technical specifications, the quantity needed, the warranty, and so on.

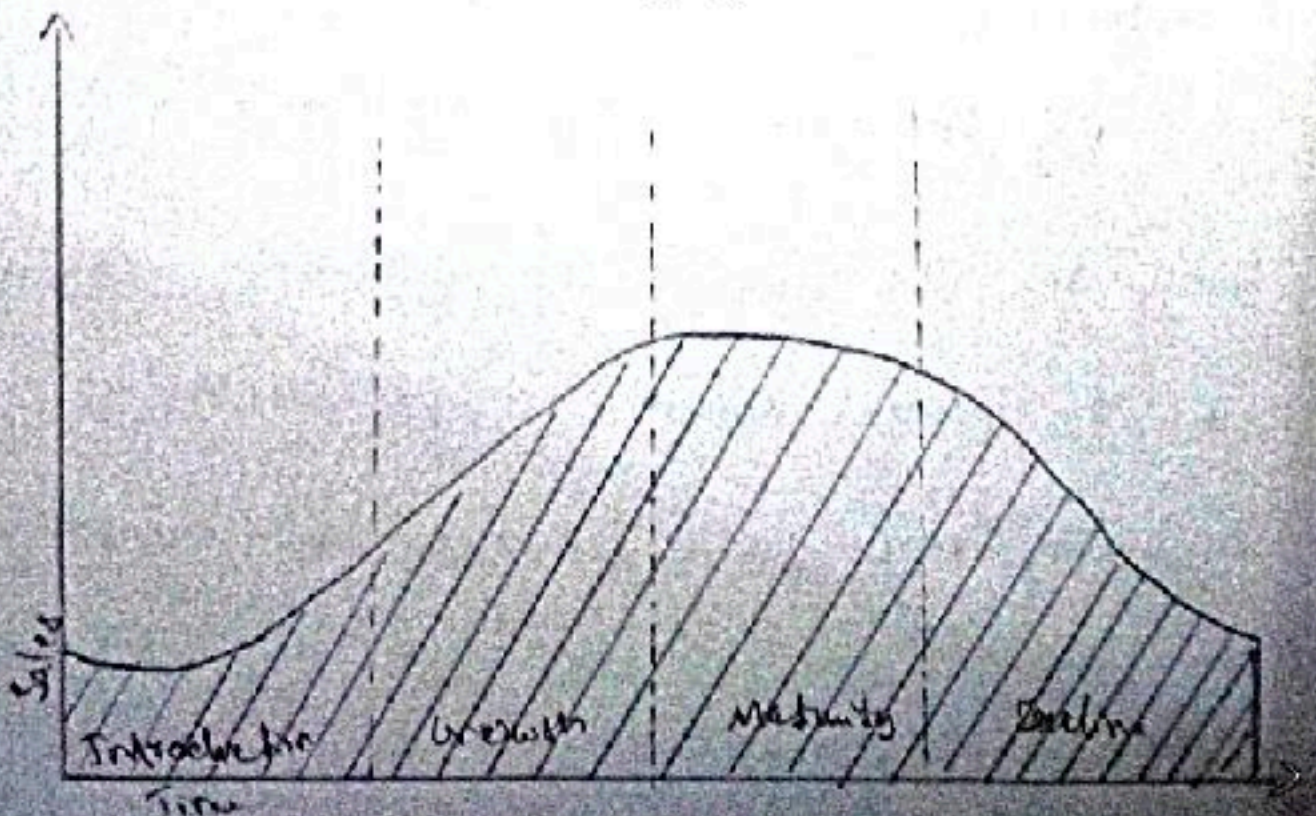
Performance review:

In the final stage, the buyer reviews the supplier's performance and provide feedback. This may be very simple or a very complex process and it may be initiated by either party.

(B) product life cycle:

The product life cycle is the process of a product from when it is first introduced into the market until it declines or is removed from the market. The life cycle has four stages - introduction, growth, maturity and decline.

Product life cycle



Introduction:

Once a production has been developed, the first stage is its introduction stage. In this stage, the product is being selected into the market. When a new product is released, it is often a high-stakes time in the product's life cycle.

Growth:

By the growth stage, consumers are already taking to the product and increasingly buying it. The product concept is proven and is becoming more popular and sales are increasing.

Maturity:

When a product reaches maturity, its sales tend to slow or even stop, signaling a largely saturated market. At this point, sales can even start to drop. Pricing at this stage can lead to job competition, signaling marketing shrinking as prices begin falling due to the weight of outside pressures.

Decline:

Although companies will generally attempt to keep the product alive in the maturity stage as long as possible, decline for every product is inevitable.

4 a) online buying behaviour:

Online buying behaviour is a kind of individuals overall perception and evaluation for product or service during online shopping which could result in best or good way.

Advantages:

- Convenience:

convenience is the biggest plus where else can you comfortably shop at midnight. There are no line to wait in or clerks to track down to help you with your purchases, and you can do your shopping in minutes.

- Better price:

Cheap deals and better prices are available online, because products come to you direct from the manufacturer or seller without involving middlemen. Plus, it's easier to compare prices and find a better deal.

- More variety:

The choices online are amazing. You can find almost any brand or item you are looking for. You can get in on latest international trends without spending money on airfare.

- No pressure:

Often times when we're out shopping, we end up buying things that we don't really need, all because shopkeepers pressure us or use their sales skills to compel us to make these purchases.

Disadvantage:

- Shipping problems and delays:

Even the biggest and best shipping companies and online retailers have their bad days, so there's no way to ensure that you'll get your hands on your purchase in time unless you pick it up from a store.

- Risk of fraud:

If you're shopping online,

there is a larger risk of fraud. Credit card
used seems, phishing, marketing identity theft,
bogus websites and other scams are common.

- Spending too much time:

Especially if you job

requires that you look at a computer at
all day, you might get burnt out on all
that screen time. Shopping online can turn
into a marathon of scrolling and clicking
down rabbit hole.

- No sales assistance:

In a store, there's usually someone to help you but online, you are on your own. If you are confused or have questions, it's just too bad for you. You might have to make blind purchases and mistakes.

(b) Importance of "Digital marketing": ~~with recap~~

* Reach people where they spend their time:

The customers are online, which highlights the importance of digital marketing. They're browsing the web looking for your products or services.

* The competitors are already doing it:

Digital marketing is

important because the competitors are already doing it. Many of your competitors have already taken advantage of all digital marketing has to offer.

* ~~The~~ compete with larger corporations:

competition is the hardest

part of running a business. When you are in a market with bigger corporations like Target and Amazon, it's hard to compete with them. They have a big name for themselves, which automatically draws people to trust these corporations.

* Target your ideal audience.

The ability to target

your audience better is one of the most
 obvious reasons why digital marketing
 is important. We should have the hope
 that people will see your traditional
 marketing efforts.

* Impressive return on your investment:

If we want to know

the importance of digital media, look at
 the result it drives for business. Online
 marketing strategies have an impressive return
 on investment.

Part-c

1b) Target marketing:

is a set of buyers who share common needs or characteristics that the company decides to serve.

Paul's targeting is to target the children. The factors of targeting

strategy are:

- Company resources
- Degree of product variability
- product life cycle stage
- market variability.
- competitor's marketing strategy.

The parkis followed the strategy to ~~work~~ understand the customers properly. They targeted the correct audience. They had a ethical considerations.

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College Name	Law Group of Institutions										
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Name of the Candidate	V. Baby Shalini										
Degree	MBA										
Branch							Bemester				
Question Paper Code	B	A	5	2	0	7					
Subject Code											
Subject Name	Marketing management										
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Date			Name of the Examiner						Signature of the Examiner		

Part - A

1. Define Marketing :-

* The process of creating value for customers and building strong relationships to capture value from customers in return.

* The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society at large.

2. Define the term "Human Need" :-

* Human need wants are the expression of human needs as they are shaped by a person's culture and individual development. wants always have a reference to culturally defined objects that will satisfy the need.

* the ~~drives~~ driver of people's actions, the motives behind human behavior.

3) What is meant by Industrial Marketing?

* Industrial Marketing is the marketing of goods and services from one business to another.

* Industrial Marketing is also known as B2B marketing.

* Business marketing or industrial marketing are used interchangeably

4) What is positioning?

* Positioning is where you are :-

↓
In the mind of the consumer

↓
Relative to your competition

* Examples :-

↓
⇒ Jones Soda is positioned

⇒ Marks work warehouse is positioned

⇒ Walmart is positioned

⇒ L.O.R.Y is positioned.

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V. Babyshalini

BAS 207

Marketing Management

5 Purpose of advertising:-

⇒ To give information regarding existence.

⇒ To create new demand for the product.

⇒ To instruct about the use of the product.

⇒ To make the selection of commodities easy.

⇒ To remove the ~~also~~ doubt and confusion about the products.

⇒ To encourage consumer.

6 Social class:-

* upper upper

* Lower upper

* upper middle

* middle class

* working class

* upper lower

* lower lower

3

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Marketing Management

7 Job of Influencer:

social media influencers tap into core human interactive needs, which spur response often in the form of purchase action. As such, influencers can be a powerful way to communicate with your potential customers and increase your customer acquisition rate.

8 Product Planning:

the ongoing process of identifying and articulating market requirements that define a product's feature set. It serves as the basis for decision-making about price, distribution and promotion.

9 consumer behaviour:

the study of how individual customers, groups of organizations select, buy, use, and dispose of products, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the market place and the underlying motives for those actions.

4

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V. Baby Shalini

10 customer retention:-

* A company ability's ability to turn customers into repeat buyers and prevent them from switching to a competitor. It indicates whether your product and quality of your services please your existing customers.

Part - B

11 b)

* International marketing is not easy as domestic marketing.

* International marketing environment poses a number of uncertainties and problems.

* As against, national markets, international markets, are more dynamics uncertain, and challenging.

* Especially, cultural diversities and political instabilities in several nations create a plenty of barriers that need

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Marketing Management

Special attention.

* In the same way, geographical constraints cannot be totally undermined.

* Widespread tourism has created a new threat to international trade.

* Though the world is advancing

In terms of information technology, innovative and superior methods of organizing marketing efforts, global efforts for smooth international trade, and so forth, yet international marketing is not that much easy to pursue. It has become a challenge to accept.

1. Tariffs barriers

* Taxes and duties imposed on imports. Marketers of guest countries find it difficult to earn adequate profits while selling products in the host countries. Antidumping duties levied on imports and defensive strategies create difficulty for exporters.

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v. Babyshalini

2. Administrative policies:-

* Bureaucratic rules or administrative procedures both in & out make international marketing harder.

* Some countries have too lengthy formalities that exporters & importers have to clear.

3. Considerable Diversities:-

* have their own unique civilization and culture.

* They pose special problems for international markets.

* Global and compared to local and domestic markets, it is more difficult to understand behaviour of customers of other countries.

4. Environment:-

⇒ different political system

⇒ different economic system

⇒ political instability are some of real challenges that international markets have to face.

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Marketing management

5 Place constraints:-

* Trade in foreign countries at far distance itself practically difficult.

* In case of perishable products, it is a real challenge.

6 variations in exchange rates:-

* Every nation has its currency that is to be exchanged with currencies of other nations.

7 Normy and ethics challenges:-

* Ethics refer to moral principles, standards, and norms of conduct governing individual and firm behaviour.

* They are deeply reflected in formal laws and regulations.

8 Terrorism and racism:-

* Terrorism is global issue a worldwide problem.

9 Other obstacles:- Besides these problems there are many obstacles in international markets.

8

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Marketing Management

~~10~~ ~~Consumer driven marketing strategy~~

12 a) Consumer Driven Marketing Strategy :-

* In the hyper competitive market customer experience is the new driver of decision making. It has become equally or more important than product and price when it comes to consumers' purchasing decisions.

* [Customer centric companies are far more profitable than companies that don't focus on customer.]

* Obviously pushing your products without a clear value proposition will not produce significant results or allow you to sustain in the long run.

* This is the where having a successful customer driven marketing strategy comes in.

9 2.8.21 V. Baby Shalini

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V. Babyshalini
B.A. 2017

Marketing Management

* to meeting customer needs in a way to more personalized way and helps business to optimize marketing return on investment.

* By identifying and targeting customers with higher lifetime value, businesses can strengthen relationships by crafting solutions to fit their wants.

Cultivate customer loyalty:

* 60% of loyal customers will purchase more frequently from their preferred companies.

Successful consumer driven marketing strategies:

- ⇒ identify your target audience.
- ⇒ segment your target audience
- ⇒ Build your product strategy to meet product market fit.
- ⇒ create an omnichannel customer engagement plan

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V. BABYSHALINI

BA5209

Marketing Management

=> Use customer feedback to improve your marketing strategy.

=> Gain more customers with word of mouth marketing.

=> Final thoughts.

13 a)

* Bringing you vision for an original product to life is frequently one of the biggest hurdles for aspiring entrepreneurs

* The product development process can seem almost insurmountable, and when

~~you~~ you hear the origin stories of other great businesses the journey to a finished product rarely resembles a straight line.

* Tina Roth Eisenberg, for example realized that semi permanent tattoos were lacking when her daughter brought some home, and mobilized her community

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V. Babyshalini

BAS201 Marketing Management

of yellow design to create tatty.

David Barnett, on the other hand, had to teach himself how to use 3D design software so he could prototype popsockets the now popular phone accessory.

The new product development process in 6 steps:-

- => Ideation
- => Research
- => Planning
- => Prototyping
- => Sourcing
- => Costing

Ideation:-

many aspiring entrepreneurs get stuck on ideation, often because they're waiting for a stroke of genius to reveal the perfect product they should sell.

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V. BABY SHALINI

BA5207

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Research :-

* with your product idea in mind you may feel inclined to leaping ahead to production, but that can become a misstep if you fail to validate your idea first.

Planning :-

* since product development can quickly become complicated, it's important to take the time to plan before you begin to build your prototype.

Prototyping :-

* The goal of the prototyping phase during product development is to create a finished product to use as a sample for mass production.

Sourcing :-

* once you have a product prototype you're satisfied with it's time to start gathering the materials and sourcing the parts needed for production.

13

Dr S. S. V. Baby Shalini

costing:-

↳ after research, planning prototyping and sourcing is done, you should have a clearer picture of what it will cost to produce your product.

characteristics:-

- ⇒ costs are very high
- ⇒ slow sales volumes to start
- ⇒ little or no competition
- ⇒ Demand has to be created
- ⇒ customers have to be prompted to try the product.
- ⇒ makes no money at this stage

15 B) Digital Marketing:-

* As you look for new ways to market your business, you may hear people tell you about the importance of digital marketing.

* You may also hear some digital marketing myths, which we debunk.

* Digital marketing is a valuable asset to you establish an authoritative online presence.

* In fact 89 percent of marketing methods, like search engine optimization are successful.

* Additionally, methods like pay-per-click advertising increase brand awareness by as much as 80 percent.

* With the growth of the Internet more people are spending their time online.

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Over 4.7 billion people use the Internet across the ~~globe~~ globe.

It's become an integral part of every day life to conduct searches, check social media, and purchase products online.

To drive the best results for your business, you need to build your online presence. You will reach more leads that want your products or services.

If you're wondering why digital marketing is important the answer is that your competitors are already using it.

To keep up with your competitors you must invest in digital marketing.

Methods like SEO and pay-per-click advertising level the playing field.

16. 3.8.21 V. Babyshalini

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• Digital marketing is a great opportunity for your business to compete with bigger companies to obtain more relevant leads.

* The ability to target your audience better is one of the most obvious reasons why digital marketing is important.

* With digital marketing you don't need to worry about bothering your audience.

17

8-8-21

V. Baby Shalini

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V. Babyshahini
BAS207

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14 a) online shopping advantages, disadvantages

advantages

disadvantages

convenience

negative Environmental
Impact of packaging
cost

Better prices

Shipping problems and
delays.

more variety

Risk of fraud

Easy to send
gifts

Loss contact with
your community

more control

Spending too much
time online

Easy price
comparisons

Returns can be compli-
cated.

18

3.8.21

V. Babyshahini

Marketing Management.

Part - C

16 a)

* Paule private limited is an Indian food company that owns the famous biscuit brand paule. It's also known as the perfect tea companion for Indian families. The company is known for many facturing benefits with quality nutrition, and superior taste. It has come a long way in the last 8 decades.

* In his case study, will go through the marketing mix, its marketing strategy and campaigns initiated by paule, and its SWOT analysis. Let us begin the case study by learning more about paule.

STUDENT FEEDBACK ON FACULTY

Dear Student,

Here are some questions for which we expect your unbiased, impartial and open-minded answer.

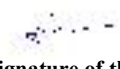
This is to know your individual opinion on the effectiveness of the classes handled by your faculty and also his / her readiness to help you in developing your career and personality.

Faculty Name: Mr. Sunil Allan		Academic Year: 2020-2021				
Subject Code and Name: BA5207 Marketing Management		Department: Management Studies				
		Semester: 2				
S. No.	Questions	Excellent	Very Good	Good	Satisfactory	Fair
		5-Marks	4-Marks	3-Marks	2-Marks	1-Mark
1	Does the faculty come prepared on lessons?	✓				
2	Does the faculty present the lessons clearly and orderly?	✓				
3	Does the faculty speak with the voice clarity and effective body language?	✓				
4	Is the faculty capable of keeping the class under discipline and control?	✓				
5	Does the faculty command students' attention and give response to students' doubts and questions?	✓				
6	Does the faculty possess depth of knowledge in subject?	✓				
7	Does the faculty show readiness to give assignments to improve the studies?	✓				
8	Is the faculty available outside class hours to clarify doubts if requested to by students?	✓				
9	Does the faculty help the students to clear the doubts and guide them for the successful completion of the practical programme?	✓				
10	Does the faculty use the black board effectively?	✓				
11	Is the faculty regular and punctual?	✓				
12	Does the faculty come with neat dress and posture?	✓				
13	Does the faculty insist on keeping the records up to date and neat?	✓				
14	Does the faculty take interest in maintaining discipline anywhere in the college premises?	✓				
15	Does the faculty remind you about your responsibility to the institution?	✓				
16	Do you find the faculty unbiased and open minded in judgement?	✓				
17	Do you find the faculty patient and considerate?	✓				
18	Do you find the faculty impartial and honest in paper valuation and personal remark making?	✓				
19	Do you find the faculty inspiring in the class as well as outside?	✓				
20	Do you find in the faculty, a true friendly support with elderly affection?	✓				

Total Marks:

100

Date : 15-07-2021


Signature of the HOD

CARE COLLEGE OF ENGINEERING, TRICHY																									
DEPARTMENT : MBA																									
Unit Test II and Cycle Test II Analysis																									
R2017: COURSE CODE & NAME: BA5207 & Marketing Management																									
FACULTY NAME: Sunil Allan. S																									
QUESTION SECTION		CT-II :: PART A							CT-II :: PART B																
QUESTION NUMBER		Q1	Q2	Q3	Q4	Q5		Q8 (a) (i)	Q8 (a) (ii)	Q8 (a) (iii)	Q8 (b) (i)	Q8 (b) (ii)	Q8 (b) (iii)	Q9 (a) (i)	Q9 (a) (ii)	Q9 (a) (iii)	Q9 (b) (i)	Q9 (b) (ii)	Q9 (b) (iii)	Case Study	Assignment/ Aptitude Test/ Seminar/ Quiz/ Mini Projects.	Total CT2			
ALLOTTED MARKS		2	2	2	2	2		13			13			13						14	50	100			
COURSE OUTCOME		2	2	2	2	2		2			2			2						2	2	100%			
BT LEVELS [R,U,AP,AN,E,C]		C	AN	U	E	C		E			R			E					E	C					
S.No	Reg Number	STUDENT NAME																							
1	810720631001	Akshaya N																							
2	810720631002	Ann Shalita D'Cruz																							
3	810720631003	Arun Prakash B																							
4	810720631004	Baby Shalini V																							
5	810720631005	Balaji T																							
6	810720631007	Devadharshini P																							
7	810720631008	Dharmadurai N																							
8	810720631009	Dinesh Kumar C																							
9	810720631010	Hari Priya C																							
10	810720631011	Jacob Stephen A																							
11	810720631012	Jairley Agnes S																							
12	810720631013	Jayadev R																							
13	810720631014	Jayalakshmi M																							
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16	810720631017	Krishna Prasanth S																							
17	810720631018	Madhana Gopal T																							
18	810720631019	Meenakshi M																							
19	810720631020	Mohamed Mujahid S																							
20	810720631021	Narkish Banu M																							
21	810720631022	Rahul T																							
22	810720631023	Ram Balaji S																							
23	810720631024	Santhosh Kumar K																							
24	810720631026	Seetha Lakshmi C																							
25	810720631027	Shafrin I																							
26	810720631028	Sindhuja A																							
27	810720631029	Sushma Rachel R																							
28	810720631030	Sushmitha E																							
29	810720631031	Swetha M																							
30	810720631032	Vasanth R																							
31	810720631033	Venkatesan R																							
32	810720631034	Venkatesh B																							
33	810720631035	Venkatesh D																							
		CO					CO					CO					CO								
	CO NUMBER	1	1	1	1	1	1	2	2	2	2	2	2	3	3	3	3	3	3	4	4	4	4		
	BT LEVELS	R	U	AP	AN	E	C	R	U	AP	AN	E	C	R	U	AP	AN	E	C	R	U	AP	AN	E	C

CARE COLLEGE OF ENGINEERING, TRICHY																									
DEPARTMENT : MBA																									
Unit Test II and Cycle Test II Analysis																									
R2017: COURSE CODE & NAME: BA5207 & Marketing Management																									
FACULTY NAME: Sunil Allan. S																									
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QUESTION NUMBER		Q1	Q2	Q3	Q4	Q5		Q8 (a) (i)	Q8 (a) (ii)	Q8 (a) (iii)	Q8 (b) (i)	Q8 (b) (ii)	Q8 (b) (iii)	Q9 (a) (i)	Q9 (a) (ii)	Q9 (a) (iii)	Q9 (b) (i)	Q9 (b) (ii)	Q9 (b) (iii)	Case Study	Assignment/ Aptitude Test/ Seminar/ Quiz/ Mini Projects.	Total CT2			
ALLOTTED MARKS		2	2	2	2	2		13			13			13						14	50	100			
COURSE OUTCOME		2	2	2	2	2		2			2			2						2	2	100%			
BT LEVELS [R,U,AP,AN,E,C]		C	AN	U	E	C		E			R			E					E	C					
S.No	Reg Number	STUDENT NAME																							
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		CO					CO					CO					CO								
	CO NUMBER	1	1	1	1	1	1	2	2	2	2	2	2	3	3	3	3	3	3	4	4	4	4		
	BT LEVELS	R	U	AP	AN	E	C	R	U	AP	AN	E	C	R	U	AP	AN	E	C	R	U	AP	AN	E	C

CARE COLLEGE OF ENGINEERING, TRICHY			
DEPARTMENT : MBA			
END SEMESTER RESULT ANALYSIS			
R2017: COURSE CODE & NAME: BA5207 & Marketing Management			
FACULTY NAME: Sunil Allan. S			
ATTAINMENT LEVEL			60
ALLOTTED MARKS			100
S.No	Reg Number	STUDENT NAME	GRADE
1	810720631001	Akshaya N	O
2	810720631002	Ann Shalita D'Cruz	O
3	810720631003	Arun Prakash B	O
4	810720631004	Baby Shalini V	O
5	810720631005	Balaji T	O
6	810720631007	Devadharshini P	O
7	810720631008	Dharmadurai N	O
8	810720631009	Dinesh Kumar C	O
9	810720631010	Hari Priya C	O
10	810720631011	Jacob Stephen A	O
11	810720631012	Jairley Agnes S	O
12	810720631013	Jayadev R	O
13	810720631014	Jayalakshmi M	O
14	810720631015	Jeffrin Rai AJ	O
15	810720631016	Kesavan B	A
16	810720631017	Krishna Prasanth S	U
17	810720631018	Madhana Gopal T	O
18	810720631019	Meenakshi M	O
19	810720631020	Mohamed Mujahid S	O
20	810720631021	Narkish Banu M	O
21	810720631022	Rahul T	O
22	810720631023	Ram Balaji S	UA
23	810720631024	Santhosh Kumar K	O
24	810720631026	Seetha Lakshmi C	O
25	810720631027	Shafrin I	O
26	810720631028	Sindhuja A	O
27	810720631029	Sushma Rachel R	O
28	810720631030	Sushmitha E	O
29	810720631031	Swetha M	O
30	810720631032	Vasanth R	A
31	810720631033	Venkatesan R	O
32	810720631034	Venkatesh B	O
33	810720631035	Venkatesh D	O

O	100	29
A+	90	0
A	80	2
B+	70	0
B	60	0
U	LESSTHAN 50	1
UA	UA	1
No of Students Attended		33
ATTAINMENT %		94
Course Outcomes		ATTAINMENT LEVEL
CO1		3
CO2		3

Sunil Allan S

Faculty In Charge

[Signature]

HOD

CARE COLLEGE OF ENGINEERING, TRICHY

DEPARTMENT : MBA

Model Exam Analysis

R2017: COURSE CODE & NAME: BA5207 & Marketing Management

FACULTY NAME: Sunil Allan. S

Course Outcome Attainment (R2017)

COURSE OUTCOME	Direct					Indirect
	IA1	IA2	MODEL	Internal	Univ	
CO 1	3	0.1	3	2	3	1
CO 2	0.1	3	3	2	3	3
Attainment				2.00	3.00	2
Direct Total attainment (%)	20			80		100
Final direct attainment	0.4			2.4		2.00
Weightage	70					30
Total attainment	2					2
Course attainment	2					

Mapping course outcome with programme outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1					3	2			3				2	
CO2					3	2			3				2	
PO ATTAINMENT:														
CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2

CO1	0.00	0.00	0.00	0.00	2.00	1.33	0.00	0.00	2.00	0.00	0.00	0.00	1.33	0.00
CO2	0.00	0.00	0.00	0.00	2.00	1.33	0.00	0.00	2.00	0.00	0.00	0.00	1.33	0.00
AVERAGE PO	0.00	0.00	0.00	0.00	2.00	1.33	0.00	0.00	2.00	0.00	0.00	0.00	1.33	0.00



Faculty In Charge



HOD

Feedback by Faculty In-Charge on the handled course

From,
Mr. S. Sunil Allan
Assistant Professor,
Department of Management Studies
CARE College of Engineering
Trichy – 620 009

To,
The Principal,
CARE College of Engineering,
Trichy – 620 009

Through The Head of the Department – Management Studies

Respected Madam,

Sub: Feedback on BA5207 – Marketing Management for forthcoming academic year.

It is herewith brought to your kind attention that I have handled BA5207 – Marketing Management for 2nd semester MBA in the Academic Year 2020-21 (Even Semester). In this connection, I aspire to convey my feedback for the forthcoming academic year as follows:

This course consists of 40% theory & 60% application concepts. Therefore, I have utilised Power Point Presentation methodology and have focused more on application of the concepts while explaining the theory part with suitable examples.

- First unit covers the concept of Introduction to marketing which is essential for the students and acts as a foundation to the forthcoming semesters.
- Second and third units have more on understanding the customer, which students had difficulty in understanding for which I had given activities and case studies which helped the students to understand the concepts easier
- Fourth and fifth units have theory concepts and contemporary applications of Marketing in today's world which was handled by Power Point Presentations, Seminars and Video lectures.
- To ensure the students understanding, I have conducted question & answer review session at the end of each unit and discussed the critical topics during this period.
- I have also given application based assignments to the students for recent trends in marketing.

Suggestions for the forthcoming semesters:

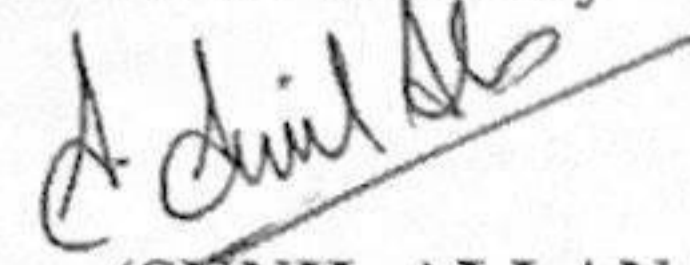
Self-learning activities such as NPTEL, MOOC Courses, Video Lectures will help students to learn theory concepts better. More assignments will be given to the students. Hands on training will be provided to the students using activity based learnings for various real-time problems.

Thanking You

Place: Tiruchirapalli

Date: 15/07/2021

Yours Sincerely



(SUNIL ALLAN S)

*Submitted to the Principal
KLL
(HOD-MBA)*