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Code: 19MBA2002

SET-I

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)**

I MBA II Semester Regular/Supplementary Examinations, August-2022

MARKETING MANAGEMENT

Time: 3 Hrs

Max. Marks: 60

**Answer any Five questions
All questions carry EQUAL marks
Question No. 8 is Compulsory**

1. Briefly explain the core concepts of marketing. 12 Marks
2. a) Describe briefly about marketing mix elements 6 Marks
b) Write about the importance of marketing information system 6 Marks
3. What are the stages in PLC Theory and discuss the marketing strategies suitable for each stage? 12 Marks
4. Explain different stages in new product development process. 12 Marks
5. a) What are the factors influencing the pricing the product? 6 Marks
b) Discuss about 'Three' methods of pricing. 6 Marks
6. Define marketing channel and explain different functions of marketing channels. 12 Marks
7. a) Define different promotional mix elements. 8 Marks
b) Briefly write about different types of retail formats. 4 Marks
8. **CASE STUDY:** 12 Marks
Reliance Retail started its journey in 2006 with the opening of its first Reliance Fresh store. Total Reliance Fresh is India's leading neighborhood retail chain, synonymous with freshness & savings. With the three core promises of Fresh Hamesha, Available Hamesha and Savings Hamesha, Reliance Fresh is a one-stop-shop for fresh shopping, fresh savings and fresh happiness. From fresh fruits & vegetables to dairy, cereals to spices, processed food & beverages to home & personal care products, it has the entire gamut of your grocery needs covered.
Reliance Industries' retail initiative is rolling out across India and in a manner which one has come to expect, generating more than its fair share of controversy. Few years back Reliance Fresh stores in Ranchi were looted and there were demonstrations in Indore against their opening. Reliance Fresh is a retail format through which Reliance Retail sells mainly fruits and vegetables. Both incidents were organized by local vegetable vendors fearful of a loss of livelihood. The Ranchi stores have subsequently re-opened. Tamil Nadu has seen protests by different political parties. In West Bengal, due to the pressure from political parties the Reliance Retail was putting on hold its plans to procure fruits and vegetables from that state's farmers.
Questions: (6 Marks)
 1. Identify the problems and its root causes.
 2. If you are a promoter of Reliance Fresh, What are your strategies to resolve these issues? (6 Marks)