

MARKETING MANAGEMENT

Time: 3 Hrs

Max. Marks: 60

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

1. Discuss different concepts of Marketing.
2. Discuss marketing environment in brief
3. Discuss concept of product of life cycle along with strategies.
4. What are the steps involved in price fixation
5. Explain various levels of channels with examples
6. Elaborate various techniques of sales promotion
7. What are the basis for segmentation
8. **CASE STUDY:**

Sunil and Venkat are two MBA graduates. They have passed out from a reputed B school. 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 Sunil and Venkat 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 Sunil and Venkat. Another big player M/s Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market. Sunil and Venkat 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:

- A. How will you advise Sunil and Venkat, as how to increase the consumer awareness about this new food?
- B. What would be your suggestions for distribution channel for mushrooms?