

# AR17

Code: 17MBA2002

**SET-I**

ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI  
(AUTONOMOUS)

**I MBA II Semester Regular Examinations, June,2018**

## MARKETING MANAGEMENT

**Time: 3 Hrs**

**Max. Marks: 60**

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

1. Recommend the marketing mix strategies, taking the examples of Danta Kanti tooth paste, LG air conditioner and Preeti mixer.
2. Discuss the changes in the marketing environment of India, after liberalization.
3. What is market segmentation? Explain the bases of segmentation with the examples of products.
4. Explain the process of pricing.
5. Write the levels of channels with examples. Explain the functions of distribution channels.
6. Explain the role of advertising in marketing of products.
7. What are the types of products? Explain how different types of products influence the buying decision of customers?

## 8. **CASE STUDY:**

Companies of facial creams, cosmetics, movies and other products widely used by teens, focus a lot of advertising and promotion targeting the age group between 12 and 19. But most other companies ignore it. Many of the large food concerns do not make any effort to appeal to that group because of the belief that most food products are bought by home makers, women who are married.

However companies with such attitude may be overlooking a key market. A recent survey of teenager found that 64% do shopping of food items for their family. In that group, more than one-third shop at least once a week. The average teen-agers grocery bill is Rs 1200/-. It was also evident that teen-agers in the household influence the choice of brand purchased. Six out of every 10 teen-ager supermarket shoppers have a hand in making the family grocery list, four out of 10 select brands to be bought.

By 2050, as per the estimate India will have the largest population of youth in the world. Because of expected economic growth rate and industrialization the youths do have impressive purchasing power.

### **Questions:**

1. What is your opinion of the teen-ager market?  
If this study is true, what are the other areas of diversification of business for growth?  
Justify your answer.
2. If you were the marketing manager, what promotion measures do you recommend to focus this group?