

# ADIKAVI NANNAYA UNIVERSITY

## RAJAHMUNDRY

BACHELOR OF BUSINESS MANAGEMENT - II YEAR

### MARKETING MANAGEMENT MODEL QUESTION PAPER

3Hours

Total Marks : 80 M

#### Section-A

I. Answer the following questions

4 X 15 = 60 Marks

1. a) State the factors that influence Consumer Behavior?

OR

b) Give an account of the evolution of Marketing Management?

2. a) Elucidate the stages in New Product Development?

OR

b) Enumerate the services rendered by Wholesaler in channels of distribution?

3. a) What is segmentation and write in detail how you segment the market?

OR

b) Analyze the different Phases of Product Life Cycle?

4. a) What do you understand by Promotion? Discuss about the different kinds of Promotion?

OR

b) 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: 1) How will you advise Sachin and Virag, as how to increase the consumer awareness about this new food?

2) What would be your suggestions for distribution channel for mushrooms?

#### Section-B

II. Answer any four from the following

4 X 5 = 20 Marks

5. Societal concept of Marketing
6. Product Mix
7. Retailer
8. Marketing and Selling
9. Channel Conflicts
10. Marketing Mix
11. Pricing
12. Advertising Campaign