

MBMM 3001/GN 3001/
MBLC 1005

M.B.A. DEGREE EXAMINATION,
DECEMBER 2016/JANUARY 2017.

Third Semester

Marketing/General

CONSUMER BEHAVIOUR

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the need for understanding consumer behaviour.
2. Discuss the marketing implications of Reference group and Opinion leader.
3. Describe Maslow's motivation theory and its relevance in marketing.
4. "The personality traits and attitudes are important guide to consumer behaviour" - Discuss.

5. How do cultural factors influence consumer behaviour?
6. Enumerate the various stages of purchase decision process of consumers.
7. What are the positioning strategies adopted by marketers for existing products?
8. Discuss the shopping behaviour of consumers towards direct marketing approaches.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. What are buying motives? Spell out the relevance of buying motives at various stages in the buying process.
10. "In India family and social class play considerable role in shaping consumer behaviour" – Discuss the statement.
11. Examine the influence of psychological factors on the consumer behaviour.
12. Explain Howard – Sheth model of consumer behaviour.

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13. Discuss the various market segmentation strategies adopted by marketers.
14. What are the rights of consumers? Enumerate the responsibilities of marketers towards consumers.
15. How do In-store stimuli, store image and loyalty influence the shopping behaviour of consumers?
16. Discuss the shopping behavior of consumers towards on-line marketing and store based retail marketing.

SECTION C — (1 × 20 = 20 marks)

Compulsory

17. Case study: A leading food chain in Chennai plans to open a branch in Puducherry. It wants to know about the buying behavior of consumers in Puducherry. You are asked to conduct a survey using structured questionnaire and present the results to the owner of the food chain.

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MBMM 3002/MBLM 4004

M.B.A. DEGREE EXAMINATION,
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Third Semester

Marketing

MARKETING RESEARCH

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define marketing research. Highlight the scope of marketing research.
2. What is MKIS? Distinguish between Marketing Research and MKIS.
3. In determining sample size, what factors must analysis consider?
4. Explain the various types of numerical scales.
5. Analyse the difficulties involved in collecting primary data.
6. Write a note on Editing, Coding and Tabulation.

7. Outline the merits and demerits of using secondary data.
8. Describe the different projective techniques used in motivation research and give their importance.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the steps involved in Marketing Research.
10. Explain the various steps in designing a questionnaire.
11. Describe the various sampling methods applied in marketing research.
12. What are the merits and demerits of various types of interviews?
13. Explain the various methods of observation as a technique of primary data collection.
14. Enumerate the contents of a research report.

15. What is hypothesis? Describe the criteria of a good hypothesis.
16. Write a note on:
 - (a) Product research.
 - (b) Advertising research.
 - (c) Sales control research.
 - (d) Rural Marketing research
 - (e) Export Marketing research.

SECTION C — (1 × 20 = 20 marks)

Compulsory.

17. It is proposed to conduct a study about the consumer behaviour towards online marketing. Draft a well-structured questionnaire to collect primary data from the respondents.

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MBLM 4001

M.B.A. DEGREE EXAMINATION,
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Third Semester

Marketing

INDUSTRIAL MARKETING

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. State the differences between Industrial marketing and Consumer Marketing.
2. Explain the nature and scope of industrial marketing.
3. What is B2B commerce?
4. Explain the classification of industrial products.
5. Describe the various stages of Product Life cycle of an industrial product.
6. Discuss the factors influencing the pricing decisions of industrial products.

7. Explain the role of customer relationship management in industrial marketing.
8. Describe the promotional strategies for industrial services.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the process of industrial buying decisions.
10. Examine the role of marketing research and MKIS in strategic industrial marketing.
11. Discuss the new product development strategy.
12. Explain the different kinds of pricing in Industrial markets.
13. Describe the promotional strategies for industrial goods.
14. Analyse the factors influencing physical distribution decisions.
15. Examine the suitability of direct marketing approaches for selling industrial products.
16. Write a note on a :
 - (a) Industrial marketing systems.
 - (b) Strategic Industrial marketing
 - (c) Channel management
 - (d) Sale force automation.

SECTION C — (1 × 20 = 20 marks)

Compulsory

17. Etec was founded by an inventor and a former police officer. The Company markets Autocite. Using this along with computer and printing device a police officer can write and record traffic violations much more efficiently. Today Autocite is used by Police department in more than 350 cities. However Etec sold only 3 units in the first two years of operations. Autocite is durable and works in all types of weather. A police officer who gives multiple tickets in a given location does not have to reprogram location information into the Autocite. This allows the officer to produce more tickets in a given time period.
 - (a) In what stage of the product life cycle is Autocite?
 - (b) Products in the electronic industry often becomes obsolete because of new technology. How should Autocite's marketing strategy deal with the issue of obsolescence?

MBRM 3004/MM3004

M.B.A. DEGREE EXAMINATION, DECEMBER 2016/
JANUARY 2017.

Third Semester

Marketing/Retail Management

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time : Three hours Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What do you understand by the term "Physical Distribution"?
2. Give some tips to understand a target market.
3. What is franchising?
4. What are the objectives of supply chain management?
5. Explain the EOQ method of inventory management.

6. Define Retail Logistics. Explain the functions of retail logistics system.
7. Explain the scope of E-marketing.
8. What is internet auctions? What are the benefits of Internet?

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. What are the elements of physical distribution system?
10. Describe important factors to be considered in selecting a channel of distribution.
11. Explain the advantages and disadvantages of consumer retail co-operative stores.
12. Explain the three main pricing policies in channel management and also explain the various kinds of discounts being offered by a marketer.
13. It is necessary for successful retailing to have efficient provision for flawless supply chain.
14. Define capacity planning. What factors would you consider in planning?

15. Explain the benefits and limitations of e-marketing.
16. What are inventory carrying charges? How are they calculated?

SECTION C — (1 × 20 = 20 marks)

Compulsory.

17. Give the arguments for and against the elimination of middlemen.

Questions :

- (a) Is Surf's defensive strategy enough to meet the challenges from its competitors?
- (b) What other steps should Surf take so as not to lose the retail market share of laundry bleach?
- (c) Should Surf adopt product diversification strategy to ensure sustained growth and avoid fierce competition for retaining the monopoly?

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Third Semester

Marketing/Retail Management

RETAIL MARKETING

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What is Non-Store Retailing? Discuss the various types of non-store retailing.
2. What are the major considerations involved in planning merchandise for a retail store?
3. Discuss the various pricing objectives considered by a retailer.
4. Explain each element of the retail marketing mix.
5. Describe the role of international retailing.
6. Explain about retail strategy. What is the need of strong retail strategy to protect local shops?

7. Explain the relevance of merchandise management in retail business.
8. Discuss the challenges of international retailing in India.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain various emerging trends in retailing.
10. Explain the role of interior designer in design and implementation in the retail stores.
11. What are the major considerations involved in planning merchandise for a retail store?
12. What is retail advertising? Briefly discuss the fundamentals of advertising.
13. Explain the concept of store management and promotional methodologies for a store.
14. Differentiate product retailing and service retailing.
15. Explain the methods of determining inventory evaluation.
16. Describe the features on online retailing in India.

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PART C — (1 × 20 = 20 marks)

Compulsory.

17. Case Study.

Surf has for years made laundry bleach for Indian families. It accounts for 52% market share in Liquid bleach and 61% in powdered bleach. Its revenue was approximately Rs. 300 million out of total corporate revenue of Rs. 900 million. Over the years, the company diversified its operations into other household products including liquid Plummer, drain cleaner, pre wash products etc. Still, its future is tied to the laundry room as its bleach accounts for half its profits. In response to a stiff competition from an equally established competitor in the field of bleach market, Surf put its own new bleach named Whole. It is aimed at the gap between powders which are weaker but safer for fabrics and harsher liquids Surf's product is not viewed by analysts as a major technological leap forward. But the competitor's bleach is made by a different formulation which is said to be effective at low water temperatures used in many washing machines at Indian households.

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