MBMM3001/GN3001

M.B.A. DEGREE EXAMINATION, JANUARY 2022.

Third Semester

General (Common Paper)

CONSUMER BEHAVIOUR

Time : Three hours   Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1.   What is Perceptual Mapping?

2.   Workman compensation Act, 1923 is a boon or a bane. Explain.

3.   "Playing Trumps'- Explain.

4.   Define Liberalization, Privatization and Globalization.

5.   What is Instore choice?

6.   Explain "Market Segmentation Approach".

7.   Discuss "Cognitive Dissonance Theory".

8.   List the Models of Attitude of consumers. Explain Tri-component Attitude Model.

PART B — (5 × 10 = 50 marks)

Answer any FIVE of the following questions.

9. Mention the various influences of the Market on consumers. Explain

   (a) Environmental Influence

   (b) Social Influence

   (c) Cultural influence

10. 'A' was a minor admitted to the benefits of a partnership. After attaining majority, he decided not to continue as a partner. He did not give any public notice of the same. Is he liable for the acts of other partners after his retirement? Explain. Explain different kinds of partnerships.

11. What are the Scales used to Measure the Attitude of the Customers in the Customer Intelligence System.

12. Marketers don't create needs, needs pre-exist marketers, and discuss the statement.

13. Explain Input, Process, Output Model.

14. Explain the influence of children and teenagers on family buying behavior.

15. Discuss the role of Psychographic in affecting the consumer behavior.

16. How can a consumer arrive at a decision? Explain various stages in it.

PART C — (1 × 20 = 20 marks)

Case Study (Compulsory Question)

17. Define Consumer Behaviour. What is the importance of studying Consumer behaviour? Discuss the models of Consumer Behaviour and suggest which model is the best suited at the present scenario with few examples.

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MBMM 3002

M.B.A. DEGREE EXAMINATION, JANUARY 2022.

Third Semester

Marketing

MARKETING RESEARCH

Time : Three hours   Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. How will you analyze the data collected from the research?

2. List out the sources of variation in measurement.

3. What are the advantages of collecting data through observation?

4. Mention the any five factors that affect sample size.

5. List the various types of hypothesis with suitable examples.

6. What is the difference between pure and applied research?

7. What is a research design? What are the significance of research design?

8. Write a note on Marketing Information System.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Define marketing research. List out the various steps involved in the marketing research process.

10. Enumerate the methods available for data collection. What are the advantages of secondary data?

11. What are the types probability sampling? Differentiate between probability and non-probability sampling methods.

12. What is meant by filed observation? Explain the cautions to be taken by the researcher in the field of operations.

13. Discuss measurement and scaling. What are they and how are they related?

14. What is cluster analysis? HOW is it useful in marketing research? Give example.

15. How important do you think are writing skills and language important in presenting the research findings?

16. What are the points be considered for making a written market research report? How are the reports classified?

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. An FMCG company has recently launched a SOYA MILK based drink in ready-to-consume packs. It is available in 200 millilitre and 1 litre Tetra-pack and is positioned on the health platform. The company wants to commission a research to determine initial consumer trial and perception and opinion about the product. Using appropriate scales develop a questionnaire that could be used for this research. (The questionnaire would be administered personally and take about 10-15 minutes to administer).

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MBMM 3003

M.B.A. DEGREE EXAMINATION, JANUARY 2022.

Third Semester

Marketing

INDUSTRIAL MARKETING

Time : Three hours   Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE of the following.

1. Define Industrial Marketing and discuss its main characteristics.

2. Discuss the various types of industrial markets.

3. What is B2B Commerce? Discuss.

4. Explain the Marketing Information System briefly.

5. How do you classify industrial products and services?

6. Discuss the promotional strategies for industrial goods.

7. What is sales force automation? Discuss.

8. What are the factors influencing pricing decisions of industrial goods and services?

PART B — (5 × 10 = 50 marks)

Answer any FIVE of the following.

9. Explain the industrial buyer behavior.

10. Describe the industrial buyer marketing system in India.

11. What is strategic industrial marketing? Explain.

12. Write a brief note on recent trends in marketing research.

13. Discuss about new product development and introduction.

14. Discuss about general cost centered approach of pricing industrial products.

15. Examine the role of personal selling in industrial marketing.

16. How do you formulate channel strategy for industrial goods and service?

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Case Study :

Information is the key word for the business outfit. The small retailers do understand that but alas if they could do that. The Reliance Retail, Bharathi, Wal-Mart Big Bazaar operates with legacy software. Companies such as SAP, Oracle

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have ERP but for the biggies. Chennai based Go Frugal is helping out the smaller retailers with less to spend yet output very much the same as the biggies. They are offering the cloud technology They do demand at least Rs. 7 lakhs for high end software that a software seller wants from a small retailer. This is not the market Go Frugal caters or to say Capillary Technologies of Bangalore caters. The cloud Technologies help the retailer tell the variety of choices in their product that are on demand, the collection by category on a daily basis, various kinds of report generation in reference to market. These are all various kinds of report generation in reference to market. These are all available to the retailers for pay-as-you go basis or a few thousand a year. Retailers have started craving for it and adjusted to it since the cost to Retailers have started craving for it and adjusted to it since the cost to benefit is favorable. But bottlenecks do stand out in pockets that have not tasted the water since some marketing problems do exist. The main few are :

*   Small and mid-sized retailers have been wary of the technology (Cloud technology)?

*   Some are afraid that recording any financial data may draw in tax authorities to question them.

The firm wants to ride on its initial success with this group of industrial buyers and wants of combat the contention of the retailers market. The small retailers' market is diffused and the firm has its limitation yet it wants to reap the harvest.

Question :

It has appointed you as consultant to answer the following :

(a)   How should the product development be to assuage the retailers' thought?

(b)   What should be the distribution model to reach the diffused client set at a reasonable cost i.e., distribution cost being absorbed in the product?

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MBMM 3004/MBRM 3004

M.B.A. DEGREE EXAMINATION, JANUARY 2022.

Third Semester

Common

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time : Three hours   Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What are the functions of physical distribution?

2. Explain the factors deciding the target markets.

3. What are the essentials of a marketing channel in SCM?

4. Write a note on (a) Retail co-operatives and (b) franchise systems.

5. What is meant by supply chain network?

6. What is the role of inventory management in SCM?

7. Write about dynamic routing.

8. What are the pros and cons of E-logistics?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the distribution channel design strategies in physical distribution.

10. Discuss the methods of evaluating channel members performance in marketing channel.

11. Explain in detail the vertical marketing systems.

12. Describe the building blocks of a supply chain network.

13. Discuss the supply chain decision making process.

14. How is economic order quantity determined in supply chain inventory management?

15. Discuss in detail capacity planning in inventory management.

16. Evaluate the electronic procurement and logistics.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Starbucks is pretty much a household name, but like many of the most successful worldwide brands, the coffee-shop giant has been through its periods of supply chain pain. In fact, during 2007 and 2008, Starbucks leadership began to have

severe doubts about the company's ability to supply its 16,700 outlets. As in most commercial sectors at that time, sales were falling. At the same time, though, supply chain costs rose by more than $75 million.

Supply Chain Cost Reduction Challenges: When the supply chain executive team began investigating the rising costs and supply chain performance issues, they found that service was indeed falling short of expectations. Findings included the following problems

(a)   Fewer than 50% of outlet deliveries were arriving on time.

(b)   Several poor outsourcing decisions had led to excessive 3PL expenses.

(c)   The supply chain had, (like those of many global organizations) evolved, rather than grown by design, and had hence become unnecessarily complex.

As a consultant, give your suggestion to the company and strategies to overcome the problems/situations.

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MBMM 3005/MBRM 3005

M.B.A. DEGREE EXAMINATION, JANUARY 2022.

Third Semester

Common

RETAIL MARKETING

Time : Three hours   Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What are issues in retailing? Explain the legal and ethical issues.

2. What technology used in retailing? List out the major technological issues in retailing.

3. How do you decide to design the stores lay out?

4. Write a note on 'Merchandise Planning Process'.

5. Mention the Five 'R's of merchandising?

6. What is mark up and mark down strategy?

7. How do you handle difficult customer in retailing?

8. List and explain any three new customized formats.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. What is non store retailing? Explain how the retail strategy influencing to succeed in the competitive environment?

10. Define the term 'Competitive Advantage'. What are some of the reasons why positioning is an important tool for competitive advantage?

11. What is meant by Store Lay Out? Explain the classifications of retail store lay out.

12. What do you mean by retail store exterior design? Explain the factors to be considered for choosing exterior lay out.

13. What is meant by Psychological Pricing? Is psychological pricing effective in retailing? What are the advantages of psychological pricing?

14. What is Retail promotion mix? Explain how the promotion techniques are playing a major role in retail business.

15. What do you understand about customer service? List out any five examples of good customer service. Discuss how to apply them to your stores?

16. What is globalization in retailing? Explain the effect of globalization on Indian retailing.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Grocery and food retailers are responding to an unprecedented demand that strains the entire ecosystem. Customers from all demographics have shifted to digital and delivery, ushering in a new normal for food retail that may become permanent. This has created an environment poised for innovation, with a need to realign supply chains, redefine what pans of the food workforce are essential, and gain a deeper understanding of how to connect with loyal customers through social media. Discuss the strategies to be adopted by food retailers in the post Covid-19 scenario.

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