



ASSIGNMENT QUESTION PAPER

DRIVE	WINTER 2014
PROGRAM	MBA/ MBADS/ MBAFLEX/ MBAHCSN3/ PGDBAN2
SEMESTER	2
SUBJECT CODE & NAME	MB0046- Marketing Management
BK ID	B1629
CREDIT & MARKS	4 Credits, 60 marks

Q.No	Questions	Marks	Total Marks
1	Suppose you are the marketing manager of a banking firm. Your bank has opened its first branch overseas. What factor do you think will affect the choice of marketing the most and why?		
	Define environment scanning	2	
	Demographics	2	
	Political and Legal environment	3	
	Socio-cultural environment,	3	10
2	A brand is a composite set of beliefs and associations in the mind of consumers. In brand Development, as a part of branding strategy decision, the brand manager can decide to create new brand elements for the new products, apply some of the existing brand elements to the new product, or use a combination of existing and new brand elements to the existing and new products. Explain the different branding strategies used by the companies for their range of products.		
	Definition of Brand	2	
	Advantages of Brand	2	
	Explanation of different branding strategies adopted by companies	6	10
3	Describe the international market entry strategies in brief.		
	Joint ventures	2	
	Strategic alliances	2	
	Direct investment	2	
	Contract manufacturing	2	
	Franchising	2	10

4	Personal selling focuses in on ‘personal’ or ‘one to one’ selling. It involves an individual salesman or a sales team establishing and building a profitable relationship with customers over a period of time through a series of steps. Explain the steps in the personal selling process which helps in the successful sales.		
	Definition of Personal Selling	2	
	Explanation of steps in the Personal selling process	8	10
5	Describe the stages in consumer decision making process.		
	Explanation of consumer decision making process	10	10
6	Describe some of the strategies for effective marketing and advertising in rural market. Also explain the innovative use of media in rural market.		
	Nature of the rural market	2	
	Strategies	3	
	Innovative use of media	5	10

Note – Answer all questions. Kindly note that answers for 10 marks questions should be approximately of 400 words. Each question is followed by evaluation scheme.