Roll No…….. **Total No. of Printed Pages: [2]**
Total No. of Questions: [10]

MBA (Aviation Management) (Semester – 1st)
MARKETING MANAGEMENT
Subject Code: MBADS1126
Paper ID: [23261106]

Time: 03 Hours **Maximum Marks: 60**

Instruction for candidates:

1. Section A consists of 10 compulsory short notes of two marks each.
2. Section B consists of Four Units (Unit – I, II, III & IV). Each unit contains two questions of 8 marks each. Student has to attempt one question from each unit.
3. Section C (8 Marks): A short Case Study related to the syllabus.

Section – A **(2 marks each)**

Q1. Define the following:
a) Marketing Mix
b) Discuss Marketing Vs Selling
c) Market Segmentation & Targeting
d) Differentiation & Positioning
e) The Micro & Macro Marketing Environment
f) Promotion Mix
g) Personal Selling Process
h) Discuss Direct Selling and Online Marketing.
i) Green Marketing
j) Buzz Marketing

Section – B **(8 marks each)**

UNIT-I

Q2. Define Consumer Behaviour. Discuss Factors Influencing Consumer Buying Behaviour.
Q3. Define Marketing Information System and discuss its Concept & Components.

UNIT-II

Q4. Discuss the process of New Product Development in detail.
Q5. Discuss the Factors Affecting Pricing Decisions and various Pricing Strategies

UNIT-III

Q6. Discuss the Channel Design and Channel Management Decisions in supply chain.
Q7. Define Retailing & Wholesaling. Discuss the importance of Managing Logistics and Supply Chain.

UNIT-IV

Q8. Define Consumerism and discuss the Customer Relationship Management (CRM).
Q9. Define E-Commerce and discuss the importance of Marketing in Digital Age.

Section – C (8 marks)

Q10. Case Study:

Alan, a lead supervisor in the manufacturing department, has just received word of an altercation between one of his junior supervisors, Bob, a recent college graduate, and Coot, a veteran machine operator.

Bob's group had been working on an order for a major customer. Bob had set up a work schedule and job assignments which Coot, through experience, knew would not get the order out on time. Coot suggested a different sequence which Bob dismissed without discussion. The group began the order using Bob's setup, but Coot switched everyone over the minute Bob left the area. The order was finished, on time, without further incident. Bob later discovered the "mutiny," however, and had a loud confrontation with Coot in front of the entire group.

Alan has reviewed the two work schedules and, indeed, Bob's assignments would not have gotten the order out on time. Since the customer uses a Just-in-Time inventory system, such a slip-up would probably have cost Alan's company any future business with the customer.

On the other hand, Alan knows that a failure to support Bob will cause an immediate loss of credibility throughout the entire department. Bob needs the freedom to make his own mistakes if he is to develop and gain experience, but at what cost to the customer?

Q1: What would you do if you were at Alan's Place? [4]

Q2: Discuss the Importance of customer in reference to above case. [4]