

# MODEL QUESTION PAPER

## MBA

### (SEM 1 THEORY EXAMINATION 2023-2024 MARKETING MANAGEMENT)

Time: 3 Hours

Total Marks: 100

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

#### SECTION A

1. Attempt all questions in brief.

2 x 10 = 20

- a. Define Marketing?
- b. Explain the role of labeling in packaging ?
- c. Describe the Marketing Mix.
- d. Explain the term retailer?
- e. Differentiate between Need, Want and Demand.
- f. What is Brand Equity?
- g. Write down the benefits of Marketing Information System.
- h. What is marketing Myopia?
- i. What do you mean by consumer behavior?
- j. Define product differentiation.

#### SECTION B

##### CASE ANALYSIS

15 x 2= 30

The Hershey Company, commonly known as Hershey's, is an American multinational company and one of the largest chocolate manufacturers in the world. It also manufactures baked products, such as cookies, cakes, milkshakes, drinks, and many more that are produced globally. Hershey's chocolate is available across the United States, and in over 60 countries worldwide They have three large distribution centers, with modern technology and labor management systems.

The first plant outside Hershey opened on June 15, 1963, in Smiths Falls, Ontario, and the third opened on May 22, 1965, in Oakdale, California. In February and April 2007, Hershey's announced that the Smiths Falls and Oakdale plants would close in 2008, being replaced in part by a new facility in Monterrey, Mexico. The Oakdale factory closed on February 1, 2008. Hershey chocolate factory in São Roque, Brazil, was opened in August 2002. Hershey's Asia operations were largely supplied by their plant in Mandideep, India

On September 18, 2012, Hershey opened a new and expanded West Hershey plant. The plant was completed at a budget of \$300 million. On March 9, 2018, Hershey broke ground to expand its Kit Kat manufacturing facility in Hazle Township, Pennsylvania. The expansion project has a \$60 million budget and is expected to create an additional 111 jobs at the facility. In addition, Hershey is a member of the World Cocoa Foundation.

The company wants to have presence in the countries having hot climatic conditions. It is not so easy to enter in various countries having some legal and technical issues. Keeping the current market condition and their product into consideration, the existing team was unable to expand. For this purpose, they have hired 2 senior persons one in Supply Chain and other in Marketing Communication.

**2 Analyse the SWOT and PESTEL of Hershey's in other countries having hot**

**climatic conditions. 15**

**3 Being the Supply Chain Head of chocolate division, suggest the best suitable**

**channel of distribution and the mode of transport in hot climatic countries 15**

**4 As the MARCOM head, design the promotion strategies and tools for making**

**the target audience, aware about your product in those countries. 15**

**SECTION C**

**3. Attempt any one part of the following: 10 x 1 = 10**

(a) Discuss the implications of new product development decision on the business enterprise.

(b) Describe the various concepts of marketing and explain with examples.

**4. Attempt any one part of the following: 10 x 1 = 10**

(a) Describe major strategic consideration in PLC.

(b) Explain the significance of product management. How branding packaging and labeling help product manager in realizing their business goals.

**5. Attempt any one part of the following:**

**10 x 1 = 10**

- (a) Explain the Goods – Services Continuum with suitable examples.
- (b) Explain the consumer buying decision process with an example.

**6. Attempt any one part of the following:**

**10 x 1 = 10**

- (a) Discuss the factors that govern the selection of channels of distribution by a manufacturer.
- (b) What is Product Positioning? What are the strategies for Product Positioning?

**7. Attempt any one part of the following:**

**10 x 1 = 10**

- (a) Discuss the growth and benefits of Direct Marketing?
- (b) “Money spent on advertisement is not wasteful.” Critically examine this statement.