

Register No.: Name.:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

SECOND SEMESTER MBA DEGREE EXAMINATION (Regular), JULY 2022**(2021 Scheme)****Course Code : 21MBA102****Course Name: Marketing Management****Max. Marks : 60****Duration: 3 Hours****PART A***(Answer all questions. Each question carries 2 marks)*

1. What is a Meta Market? Give example.
2. Explain Marketing Eco system.
3. Outline the stages of New Product Development
4. Explain the Promotion Mix.
5. Define Consumerism.

PART B*(Answer any 3 questions. Each question carries 10 marks)*

6. Describe the environmental factors that affect the designing of marketing strategies? Elaborate with illustrations.
7. Explain the major types of buying decision behaviour and the stages in the consumer buying decision process.
8. Elaborate the stages of the product life cycle. What are the strategies adopted during each stage of PLC.
9. Discuss how the companies select, motivate and evaluate channel members in detail with pertinent examples.
10. Discuss the relevance of Social Media Marketing and digital platforms for a starting business. Frame a social media plan for an online news media.

PART C

(Compulsory question, the question carries 20 marks)

11. Facebook parent Meta has opened its first physical store - in Burlingame, California to showcase its hardware products like virtual and augmented reality goggles and glasses. The 1550 sq.ft Metastore features AR glasses and sunglasses along with the Portal video calling gadget and Oculus VR headsets for the customers to try out and buy. The physical Facebook Meta store is perceived as a bold step in brick and mortar retailing of Facebook's products all in alignment with Meta's longer-term bet on the metaverse.
- a) Develop a positioning strategy for the new launch for Facebook Metastore. (10)
- b) Devise a marketing plan for opening a Meta Store in India (10)
