

Register No.: Name.:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

SECOND SEMESTER MBA DEGREE EXAMINATION (R), MAY 2023**(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. Marketing evolved through various stages. Recall the important phases.
2. Define consumer products and Industrial products with examples.
3. Name the different techniques of line stretching in product line length.
4. Highlight any two role and functions of Intermediaries
5. Describe the benefits of social marketing

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

6. "Marketing environment plays a great role in the success of marketing". Justify this statement with respect to the factors constituting the marketing environment.
7. Analyze the consumer buying decision process for an electric car.
8. The new-product development process starts with the search for ideas. Analyze the steps involved with pertinent examples.
9. "Larger the number of intermediaries higher would be the cost of the product". Comment on the statement. Give suitable examples to support your argument
10. "Marketing through Social networking and digital platforms can be a boon or bane" Comment on the statement. Illustrate your answer with suitable examples.

PART C**(Compulsory question, the question carries 20 marks)**

11. Vande Bharat Express -Redefining Railway passengers experience in Kerala

Vande Bharat Express has acquired celebrity status among travellers and rail enthusiasts with in a week of its arrival in the state. The train has been repleted with modern features that are contrast with other trains in the state , the sleek and airconditioned semi high speed train designed by ICF is definitely an engineering marvel. The train has 16 coaches with a seating capacity of 1,126 passengers.All coaches are equipped sensor driven automatic doors ,GPS based audio visual passenger information system, On board WiFi facility , Comfortable seating arrangement with180 degree swivel function ,CCTV Cameras , Emergency talk back facility replacing the traditional alarm chains in trains, Most importantly “KAVACH” -train collision avoidance system.

Indian Railways adopts segmented pricing strategy for Vande Bharat Express trains. Segmented Pricing, according to Indian Railways, comes into effect "when the customers are willing to pay more money for a quicker and higher quality service." Indian Railways claims that the segmented pricing ensures that more Vande Bharat trains ply on the rail and helps meeting the increased demand for high speed trains in Kerala covering all major cities of Kerala.

With the latest edition of Vande Bharat Trains , Indian Railways had made a huge leap into the future of mass transportation however it has also raised few questions as the poor and middle income people may not be able to afford these trains , Vande Bharat has another criticism in Kerala as it runs slower than its potential speed due to the curvy nature of rail tracks in the state of Kerala. In a first in India, Kerala’s Vande Bharat has seven stoppages and demand for more stoppage are popping up in the state , Mr. Sudhansu Mani, the developer of the concept of Vande Bharat Trains in India had informed in a press interview that in another two years time , Kerala will have seven to eight more Vande Bharat Trains.

- a) In this Euphoria of higher -end trains, can Indian Railways forget the common man? Is that not a deterrent to Indian Railways image and for the future of Vande Bharat Trains? How can this be addressed? (10 Marks)
- b) Under what conditions will the surge pricing be considered as a smart and successful pricing strategy (10 Marks)
