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**SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)**

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

**SECOND SEMESTER MBA / MBA (Logistics and Supply Chain Management)****DEGREE EXAMINATION (R,S), MAY 2024****(2021 Scheme)****Course Code : 21MBA102/ 23MBL102****Course Name: Marketing Management****Max. Marks : 60****Duration: 3 Hours****PART A***(Answer all questions. Each question carries 2 marks)*

1. Define needs, wants, and demands.
2. Outline niche marketing.
3. Recall cost-plus pricing.
4. What is Sales Promotion? Give an example.
5. What do you mean by ethical consumerism?

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

6. Explain the significance of marketing research for strategic market planning.
7. Analyze the stages of the consumer-buyer decision process you went through in any recent purchase you made.
8. List and explain the steps in the new product development with the help of an example.
9. Consider the product steel doors and windows. Create a framework for effective distribution of this product.
10. Distinguish between Red ocean and Blue ocean strategies bringing out comparative pros and cons.

**PART C**

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

11. ChatGPT has taken the world by storm as the fastest-growing consumer app in history. The private Artificial Intelligence research firm, OpenAI backed by Microsoft launched it in late November 2022, which reached 100 million monthly active users in two months. Chat GPT became the most viral app with its ability to generate any content like articles, jokes, poetry, essays, etc . in response to prompts given by the user. Recently, angel investor Jason Calacanis called ChatGPT a “Google search killer.” Google responded with its new product, an AI chatbot named Google Bard, which indicates the industry will see fierce competition in the AI market.

a) Analyze the Diffusion of Innovation concept in the given context.

Marks (10)

b) Develop a marketing plan to be executed for Google Bard.

Marks (10)

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