

Register No.: Name.:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

SECOND SEMESTER MBA DEGREE EXAMINATION (Special), AUGUST 2021**Course Code :** 20MBA102**Course Name:** Marketing Management**Max. Marks :** 60**Duration: 3 Hours****PART A***(Answer all questions. Each question carries 2 marks)*

1. What is a Marketing Information System?
2. Explain Customer Lifetime Value?
3. What is Green Marketing?
4. Define Product Life Cycle?
5. Explain Marketing Communication Mix.

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

6. Scope of marketing is not limited to product or services alone. Comment
7. What is a Buying Centre? Explain with example.
8. Identify different pricing objectives and methods of pricing.
9. As a marketing manager of a retailing firm that sells speciality bags, suggest ways to improve sales by one-to-one marketing. What kind of segmentations is possible in this regard?
10. Explain the concepts Red Ocean & Blue Ocean Strategy and differentiate between the two with an example.

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

11. For decades, consumers have dreamed of owning home robots. Industry uses many production-line robots, and many companies are now working on product for the consumer. Some basic products currently available for consumer include navigation systems, home security robots, cleaning tools such as robotic vacuums, and toys that provide some elementary robotic functions. Several companies are working on the next step – humanoid robots that can serve customers. In designing these products, company must determine what features are most desirable to consumers and the benefits their product can offer. Two leading products are

Honda's Asimo and Sony's GRIO. The products, both in the development stage, will offer companionship to humans. Honda's Asimo stands four feet tall and can walk smoothly on its two feet in any direction, including slopes and steps. It has voice and visual recognition, which allows it to greet people by name and follow basic commands. In Japan, Asimo is now being used by museums as a guide and by some hightech companies to greet visitors. It is not yet available for purchase in the United States. Sony's GRIO has many of the same features. Like Honda, Sony is developing the product to make people's life easier. In addition, Sony wants to make life fun and happy and to provide a navigator as the world become complex.

A. Explain the core, actual, and augmented levels of a home robot

B. When these products are available, how might corporate branding and the brand name of the robot tie into the consumer's purchase decision? Would you keep or change the current names?

C. How must Honda and Sony consider after sales service when they eventually sell this product to end consumers?
