ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Master of Business Administration (MBA)

Course Name : CONSUMER BEHAVIOR **(** 18MBAMM301 **)**

Class : Semester 3 HM

Ms Priya Jyothi Sequeira
Assistant Professor,
2019-20

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

1 . Faculty Details

Name	:	Ms Priya Jyothi Sequeira
Qualification	:	Others
Department	:	MBA
Permanent Address	:	
Phone Number	:	8904142098
Email ID	:	priyakwt@gmail.com
Specimen Signature	:	_____

HOD

2 . Course Allotted

Allotted Duty	Course Title	Course Code
Theory 1	SERVICES MARKETING	18MBAMM303
Theory 2	MARKETING MANAGEMENT	18MBA15
Theory 3	CONSUMER BEHAVIOR	18MBAMM301

HOD

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

3 . Academic calendar 2019-20 (Semester 3)

Date	Day	Event
8 Aug 2019	THURSDAY	Term End Date
8 Aug 2019	THURSDAY	Commencement of 3rd semester MBA
12 Aug 2019	MONDAY	Bakrid
15 Aug 2019	THURSDAY	Independence Day
24 Aug 2019	SATURDAY	Janmashtami
2 Sep 2019	MONDAY	Ganesha Chaturthi
10 Sep 2019	TUESDAY	Moharam
19 Sep 2019	THURSDAY	Internal Assessment-I for 3rd semester MBA
20 Sep 2019	FRIDAY	Internal Assessment-I for 3rd semester MBA
21 Sep 2019	SATURDAY	Internal Assessment-I for 3rd semester MBA
28 Sep 2019	SATURDAY	Mahalaya Amavase
30 Sep 2019	MONDAY	Commencement of 1st semester MBA
1 Oct 2019	TUESDAY	Induction program for 1st semester MBA
2 Oct 2019	WEDNESDAY	Gandhi Jayanthi
2 Oct 2019	WEDNESDAY	Induction program for 1st semester MBA
3 Oct 2019	THURSDAY	Induction program for 1st semester MBA
4 Oct 2019	FRIDAY	Induction program for 1st semester MBA
5 Oct 2019	SATURDAY	Induction program for 1st semester MBA
7 Oct 2019	MONDAY	Ayudha Pooja
8 Oct 2019	TUESDAY	Vijayadashami
24 Oct 2019	THURSDAY	Internal assessment-II for 3rd semester MBA
25 Oct 2019	FRIDAY	Internal assessment-II for 3rd semester MBA
26 Oct 2019	SATURDAY	Internal assessment-II for 3rd semester MBA

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Date	Day	Event
27 Oct 2019	SUNDAY	Naraka Chaturdashi
29 Oct 2019	TUESDAY	Balipadyami Diwali
1 Nov 2019	FRIDAY	Kannada Rajyotsava
10 Nov 2019	SUNDAY	Id- Milad
14 Nov 2019	THURSDAY	Internal Assessment-I for 1st semester MBA
15 Nov 2019	FRIDAY	Internal Assessment-I for 1st semester MBA
16 Nov 2019	SATURDAY	Internal Assessment-I for 1st semester MBA
26 Nov 2019	TUESDAY	Kanakadasa Jayanthi
2 Dec 2019	MONDAY	Internal assessment-III for 3rd semester MBA
3 Dec 2019	TUESDAY	Internal assessment-III for 3rd semester MBA
4 Dec 2019	WEDNESDAY	Internal assessment-III for 3rd semester MBA
5 Dec 2019	THURSDAY	Last Working Day for 3rd semester MBA
12 Dec 2019	THURSDAY	Internal assessment-II for 1st semester MBA
13 Dec 2019	FRIDAY	Internal assessment-II for 1st semester MBA
14 Dec 2019	SATURDAY	Internal assessment-II for 1st semester MBA
25 Dec 2019	WEDNESDAY	Christmas
11 Jan 2020	SATURDAY	Term not found

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Department of Master of Business Administration (MBA)

4 . Timetable

	1	**2**	**3**	**4**		**5**	**6**
	09:00 AM 09:50 AM	**09:50 AM 10:40 AM**	**11:00 AM 11:50 AM**	**11:50 AM 12:40 PM**	**12:40 PM 01:40 PM**	**01:40 PM 02:30 PM**	**02:30 PM 03:20 PM**
MON			MBA 18MBAMM301 / 18MBAMM301 MBA Semester 3 HM / FM			MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 HM / FM	MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 HM / FM
TUE	MBA 18MBA15 MBA Semester 1 B		MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 HM / FM	MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 FM / HM		MBA 18MBA15 MBA Semester 1 A	
WED		MBA 18MBAMM301 / 18MBAMM301 MBA Semester 3 HM / FM		MBA 18MBA15 MBA Semester 1 A		MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 HM / FM	
THU	MBA 18MBA15 MBA Semester 1 B		MBA 18MBAMM301 / 18MBAMM301 MBA Semester 3 HM / FM			MBA 18MBA15 MBA Semester 1 A	
FRI		MBA 18MBA15 MBA Semester 1 B		MBA 18MBA15 MBA Semester 1 A			MBA 18MBA15 MBA Semester 1 B
SAT	MBA 18MBAMM301 / 18MBAMM301 MBA Semester 3 FM / HM			MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 FM / HM			

HOD

5 . Department Details

5 . 1 Preliminary Information

PROGRAM OUTCOMES(PO's)

1. **Apply knowledge of management theories and practices to solve business problems :** Apply knowledge of management theories and practices to solve business problems.

2. **Foster Analytical and critical thinking abilities for data-based decision making :** Foster Analytical and critical thinking abilities for data-based decision making.

3. **Ability to develop Value based Leadership ability :** Ability to develop Value based Leadership ability

4. **Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business :** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business

5. **Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment :** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment

PROGRAM SPECIFIC OUTCOMES(PSO's)

PSO 1 : Graduates will be able to understand, analyze and work with financial data and provide desired solutions to the stakeholders

PSO 2 : Graduates will be able to use technology with use in their specific domain of expertise

PSO 3 : Graduates will be endowed with life long learning skills, critical thinking skills and research outlook

PSO 4 : Prepared graduates for entrepreneurship, ethical leadership and social value creation

PSO 5 : Developed graduates for corporate jobs with global outlook

HOD

6 . Course Information

6 . 1 Course Content

Title of the Course : CONSUMER BEHAVIOR
Semester : 3   **Academic Year : 2019-20**

Subject Code : 18MBAMM301	IA Marks : 40
Hours/week : 5	Total Hours : 56
Exam Hours : 3	Exam Marks : 60
Course Plan Author : Priya Jyothi Sequeira	Planned Date : 2019-08-26
Checked by : Dr Claret Mendonca	At the end of this course student will be able to : 2019-08-26

Objectives: To enable students

1 . To understand the concept of consumer behavior, decision making by consumers, behavioral variables and its influences on consumer behavior

2 . To comprehend the social and cultural dimensions of consumer behavior.

3 . To provide an insight of the psychological and behavioral concepts of consumers.

Course Outcomes (COs) :

1 . Define basic concepts of Consumer Behaviour , Indian Consumer, Consumerism, Consumer Movement Define Consumer Behaviour Concepts

2 . Understand Consumer Behaviour Models, Consumer decision making process and situational influences Consumer Behaviour Models

3 . Apply theories and strategies of Motivation and Personality to consumer behaviour and CRM

4 . Apply learning theories, Models of Attitude and Communication Strategies to Consumer Behaviour Theories on Learning, Attitude and Communication

5 . Analyze external influence on Consumer Behaviour

6 . Understanding Diffusion of Innovation on Consumer Behaviour

6 . Course Information

6 . 1 . 1 Course Syllabus

**Objectives: To enable students Title of the
Course :** CONSUMER BEHAVIOR

Subject Code : 18MBAMM301

Module 1

Introduction to the study of Consumer Behaviour :

Meaning & Definition of Consumer Behaviour , Difference between consumer & Customer, Nature & characteristics of Indian Consumers, Consumerism: meaning, Consumer Movement in India, Rights & Responsibilities of consumers in India, Benefits of consumerism

Module 2

Models of Consumer Behaviour :

Input-Process-Output Model, Nicosia Model, Howard Sheth Model, Engel-Kollat-Blackwell Models of Consumer Behaviour, Internal Influences, External Influences

Consumer Decision Making :

Consumer Buying Decision Process, Levels of Consumer Decision Making , Four views of consumer decision making, On-line Decision Making: Meaning & Process/Stages, Situational Influences- Nature of Situational Influence, Situational Characteristics and consumption behaviour

Module 3

Individual Influences on Consumer Behaviour and CRM :

Motivation: Basics of Motivation, Needs, Goals, Positive & Negative Motivation, Rational Vs Emotional motives, Motivation Process, Arousal of motives, Selection of goals, Motivation Theories and Marketing Strategy - Maslow's Hierarchy of Needs, McGuire's Psychological Motives (Cognitive Preservation Motives, Cognitive Growth Motives, Affective Preservation Motives, Affective Growth Motives)

Personality :

Basics of Personality, Theories of Personality and Marketing Strategy (Freudian Theory, Neo-Freudian Theory, Trait Theory), Applications of Personality concepts in Marketing, Personality and understanding consumer diversity, Brand Personality, Self and Self-Image

Perception :

Basics of Perception & Marketing implications, Elements of Perception, Dynamics of Perception, Influence of perception on CB, Consumer Imagery, Perceived price, Perceived quality, price/quality relationship, Perceived Risk, Types of risk, How to consumers'handle risk

Module 4

Individual Influences on Consumer Behaviour :

Learning: Elements of Consumer Learning, Marketing Applications of Behavioural Learning Theories, Classical Conditioning , Pavlovian Model, Neo-Pavlovian Model, Instrumental Conditioning

Attitude :

Basics of attitude, the nature of attitude, Models of Attitude and Marketing Implication, (Tri-component Model of attitude, Multi attribute attitude models, Elaboration Likelihood Model)

Persuasive Communication :

Communications strategy, Target Audience, Media Strategy, Message strategies, Message structure and presentation

Module 5

External Influences on Consumer Behaviour :

Social Class:Social Class Basics, What is Social Class? Social class & Social status, the dynamics of status consumption, Features of Social Class, Five Social-Class Categories in India

Culture :

Basics, Meaning, Characteristics, Factors affecting culture, Role of customs, values and beliefs in Consumer Behaviou, Subculture: Meaning, Subculture division and consumption pattern in India, Types of subcultures, Cross Culture - Cross-cultural consumer analysis , Crosscultural marketing strategy: Cross-cultural marketing problems in India, Strategies to overcome cross-cultural problems

Groups :

Meaning and Nature of Groups, Types Family: The changing structure of family, Family decision making and consumption related roles, Dynamics of husband-wife decision making, The family life cycle & marketing strategy, Traditional family life cycle & marketing implications, Reference Groups: Understanding the power & benefits of reference groups, Factors that affect reference group influence, Types of reference group, Reference Group Appeals

Module 6

Consumer Influence and Diffusion of Innovations :

Opinion Leadership: Dynamics of opinion leadership process, Measurement of opinion leadership, Market Mavens, Opinion Leadership & Marketing Strategy, Creation of Opinion Leaders

6 . Course Information

6 . 1 . 2 Text Books and Reference Books

REFERENCE BOOKS :

1 . Consumer Behavior in Indian Perspective – Suja Nair, Himalaya Publications, 2015

2 . Consumer Behavior: Building Marketing Strategy – Del I. Hawkins, & Others, 11/e, TMH

3 . Consumer Behavior- Satish K. Batra& S H HKazmi, Excel Books.

HOD

6 . Course Information

6 . 2

Semester : 3   **Section :** HM   **Course :** CONSUMER BEHAVIOR

Period	Planned			Execution		
	Date	Topic	Source material to be referred	Date	Topic	Source material to be referred
1						
1	2019-08-26	Meaning & Definition of Consumer Behaviour	-	2019-08-26	Meaning & Definition of Consumer Behaviour	-
2	2019-08-26	Meaning & Definition of Consumer Behaviour	-	2019-08-26	Difference between consumer & Customer, Nature & characteristics of Indian Consumers, scope	-
3	2019-08-31	Difference between consumer & Customer	-	2019-08-31	Consumerism: meaning, Nature, Significance	-
4	2019-08-31	Difference between consumer & Customer	-	2019-08-31	Difference between consumer & Customer, Benefits of consumer	-
5	2019-09-07	Nature & characteristics of Indian Consumers	-	2019-09-04	Rights & Responsibilities of consumers in India	-
6	2019-09-07	Consumerism: meaning	-	2019-09-06	Consumerism: meaning	-
7	2019-09-09	Consumer Movement in India	-	2019-09-06	Consumer Movement in India	-
8	2019-09-09	Rights & Responsibilities of consumers in India	-	2019-09-07	Consumer Movement in India	-
9	2019-09-14	Benefits of consumerism	-	2019-09-07	Rights & Responsibilities of consumers in India, Different cases on rights of consumers was discussed along with various examples	-
2						
10	2019-09-16	Input-Process-Output Model, Nicosia Model	-	2019-09-12	Input-Process-Output Model, NicosiaModel	-
11	2019-09-16	Howard Sheth Model	-	2019-09-12	Engel-Kollat-Blackwell Models ofConsumer Behaviour	-
12	2019-09-21	Engel-Kollat-Blackwell Models of Consumer Behaviour	-	2019-09-12	Internal Influences, External Influences	-
13	2019-09-21	Internal Influences	-	2019-09-14	Input-Process-Output Model	-

14	2019-09-23	External Influences	-	2019-09-16	External Influences, Economic model of consumer behavior	-
15	2019-09-23	Consumer Buying Decision Process, Levels of Consumer Decision Making	-	2019-09-23	Consumer Buying Decision Process, Levelsof Consumer Decision Making, Consumer Buying Decision Process	Ref 1
16	2019-09-30	Four views of consumer decision making	-	2019-09-30	Four views of consumer decision making	-
17	2019-09-30	On-line Decision Making: Meaning & Process/Stages	-	2019-09-18	On-line Decision Making: Meaning & Process/Stages	Ref 1
18	2019-10-05	Situational Influences- Nature of Situational Influence	-	2019-09-30	Four views of consumer decision making, On-line Decision Making: Meaning & Process/Stages	Ref 1
19	2019-10-05	Situational Characteristics and consumption behaviour	-	2019-09-30	On-line Decision Making: Meaning & Process/Stages	-
3						
20	2019-10-12	Motivation: Basics of Motivation, Needs, Goals, Positive & Negative Motivation	-	2019-09-30	On-line Decision Making: Meaning & Process/Stages	-
21	2019-10-12	Rational Vs Emotional motives, Motivation Process, Arousal of motives	-	2019-09-30	On-line Decision Making: Meaning & Process/Stages	Ref 1
22	2019-10-14	Selection of goals, Motivation Theories and Marketing Strategy - Maslow's Hierarchy of Needs, McGuire's Psychological Motives (Cognitive Preservation Motives	-	2019-10-05	Situational Influences- Nature of Situational Influence, Situational Influences- Nature of Situational Influence	Ref 1
23	2019-10-14	Cognitive Growth Motives, Affective Preservation Motives, Affective Growth Motives)	-	2019-10-05	Situational Influences- Nature of Situational Influence, SituationalCharacteristics and consumption behaviour	Ref 1
24	2019-10-19	Basics of Personality, Theories of Personality and Marketing Strategy (Freudian Theory	-	2019-10-05	SituationalCharacteristics and consumption behaviour, On-line Decision Making: Meaning & Process/Stages	Ref 1
25	2019-10-19	Neo-Freudian Theory, Trait Theory)	-	2019-10-12	Motivation: Basics of Motivation, Goals, Positive & Negative Motivation	Ref 1

26	2019-10-21	Applications of Personality concepts in Marketing, Personality and understanding consumer diversity	-	2019-10-12	Motivation: Basics of Motivation, Needs, Goals, Positive & Negative Motivation	Ref 1
27	2019-10-21	Brand Personality, Self and Self-Image	-	2019-10-12	Rational Vs Emotional motives, Motivation Process, Arousal of motives	-
28	2019-10-26	Basics of Perception & Marketing implications, Elements of Perception, Dynamics of Perception	-	2019-10-12	Rational Vs Emotional motives, Motivation Process, Arousal of motives, Motivation Process	Ref 1
29	2019-10-26	Influence of perception on CB, Consumer Imagery, Perceived price	-	2019-10-12	Rational Vs Emotional motives, Motivation Process, Arousal of motives	Ref 1
30	2019-11-02	Perceived quality, price/ quality relationship, Perceived Risk	-	2019-10-14	Selection of goals, Motivation Theories and Marketing Strategy - Maslow's Hierarchy of Needs, McGuire's Psychological Motives (Cognitive Preservation Motives	-
31	2019-11-02	Types of risk, How to consumers'handle risk	-	2019-10-14	Cognitive Growth Motives, Affective Preservation Motives, Affective Growth Motives)	-
4						
32	2019-11-04	Learning: Elements of Consumer Learning, Marketing Applications of Behavioural Learning Theories	-	2019-10-19	Basics of Personality, Theories of Personality and Marketing Strategy (Freudian Theory	-
33	2019-11-04	Classical Conditioning , Pavlovian Model	-	2019-10-19	Neo-Freudian Theory, Trait Theory)	-
34	2019-11-09	Neo-Pavlovian Model	-	2019-10-21	Applications of Personality concepts in Marketing, Personality and understanding consumer diversity	-
35	2019-11-09	Instrumental Conditioning	-	2019-10-21	Brand Personality, Self and Self-Image	-
36	2019-11-11	Basics of attitude, the nature of attitude	-	2019-10-26	Basics of Perception & Marketing implications, Elements ofPerception, Dynamics of Perception	-

37	2019-11-11	Models of Attitude and Marketing Implication, (Tri-component Model of attitude	-	2019-10-26	Influence of perception on CB, Consumer Imagery, Perceived price	-
38	2019-11-16	Multi attribute attitude models	-	2019-11-02	Perceived quality, price/ qualityrelationship, Perceived Risk	-
39	2019-11-16	Elaboration Likelihood Model)	-	2019-11-02	Types of risk, How to consumers'handle risk	-
40	2019-11-18	Communications strategy, Target Audience	-	2019-11-04	Learning: Elements of Consumer Learning, Marketing Applications ofBehavioural Learning Theories	-
41	2019-11-18	Media Strategy	-	2019-11-04	Classical Conditioning, Pavlovian Model	-
42	2019-11-23	Message strategies	-	2019-11-09	Neo-Pavlovian Model	-
43	2019-11-23	Message structure and presentation	-	2019-11-09	Instrumental Conditioning	-
5						
44	2019-11-25	Social Class:Social Class Basics, What is Social Class? Social class & Social status	-	2019-11-11	Basics of attitude, the nature of attitude	-
45	2019-11-25	the dynamics of status consumption	-	2019-11-11	Models of Attitude andMarketing Implication, (Tri-component Model of attitude	-
46	2019-11-30	Features of Social Class	-	2019-11-16	Multi attributeattitude models	-
47	2019-11-30	Five Social-Class Categories in India	-	2019-11-16	Elaboration Likelihood Model)	-
48	2019-12-02	Basics, Meaning, Characteristics	-	2019-11-18	Communications strategy, TargetAudience	-
49	2019-12-02	Factors affecting culture, Role of customs, values and beliefs in Consumer Behaviou	-	2019-11-18	Media Strategy	-
50	2019-12-02	Subculture: Meaning, Subculture division and consumption pattern in India, Types of subcultures	-	2019-11-23	Message strategies	-
51	2019-12-02	Cross Culture - Cross-cultural consumer analysis , Crosscultural marketing strategy: Cross-cultural marketing problems in India, Strategies to overcome cross-cultural problems	-	2019-11-23	Message structure andpresentation	-

52	2019-12-02	Meaning and Nature of Groups, Types Family: The changing structure of family, Family decision making and consumption related roles	-	2019-11-25	Social Class:Social Class Basics, What is Social Class? Social class &Social status	-
53	2019-12-02	Dynamics of husband-wife decision making, The family life cycle & marketing strategy, Traditional family life cycle & marketing implications	-	2019-11-25	the dynamics of status consumption	-
54	2019-12-02	Reference Groups: Understanding the power & benefits of reference groups, Factors that affect reference group influence	-	2019-11-30	Features of Social Class	-
55	2019-12-02	Types of reference group, Reference Group Appeals	-	-	-	
		6				
56	2019-12-02	Opinion Leadership: Dynamics of opinion leadership process	-	-	-	
57	2019-12-02	Measurement of opinion leadership	-	-	-	
58	2019-12-02	Market Mavens	-	-	-	
59	2019-12-02	Opinion Leadership & Marketing Strategy	-	-	-	
60	2019-12-02	Creation of Opinion Leaders	-	-	-	
61	2019-12-02	Diffusion of Innovations: Diffusion Process (Innovation, Communication channels	-	-	-	
62	2019-12-02	Social System, Time) Adoption Process: Stages	-	-	-	
63	2019-12-02	categories of adopters Post Purchase Processes: Post Purchase Processes, Customer Satisfaction	-	-	-	
64	2019-12-02	and customer commitment: Post purchase dissonance, Product use and non use	-	-	-	
65	2019-12-02	Disposition, Product disposition	-	-	-	

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Department of Master of Business Administration (MBA)

6 . Course Information

6 . 2 . 1 Compliance Report

Semester : 3   **Section :** HM   **Course :** CONSUMER BEHAVIOR

Module No.	# of Classes Planned(till date)	Planned Effort(till date)	# of Classes Executed(till date)	Actual Efforts(till date)	% Coverage
1	9	7hrs 30min	9	7hrs 30min	100.0
2	15	12hrs 30min	15	12hrs 30min	100.0
3	15	12hrs 30min	15	12hrs 30min	100.0
4	12	10hrs 0min	12	10hrs 0min	100.0
5	12	10hrs 0min	3	2hrs 30min	25.0
6	10	8hrs 20min	0	0hrs 0min	0.0

HOD

6 . Course Information

6 . 2 . 2 CO PO Mapping

Slight (Low) = 1 ,   Moderate (Medium) = 2 ,   Substantial (High) = 3 .

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1					
CO 2					
CO 3					

HOD

6 . Course

6 . 2 . 3 CO-PSO Mapping

Slight (Low) = 1 ,   Moderate (Medium) = 2 ,   Substantial (High) = 3 .

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1					
CO 2					
CO 3					

HOD

6 . Course Information

6 . 3 Other Assessment

ASSIGNMENT

: CONSUMER BEHAVIOR   **: 18MBAMM301**

# : 1	: 5
: 2019-11-18	: 2019-12-05
: 2	: Understand
: Question	

# : 2	: 5
: 2019-11-18	: 2019-12-05
: 2	: Understand
: Survey	

SEMINAR/PRESENTATION

: CONSUMER BEHAVIOR   **: 18MBAMM301**

1	: 5
2019-11-19	: 2
: Understand	
: Various Topics	

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USN	Name	Assignment 1	Assignment 2	Seminar/presentation 1
4AL18MBA01	AR PAVITHRA	5	-	5
4AL18MBA02	ABHISHEK H D	5	-	5
4AL18MBA03	ACHARYA ROOPESH RAMACHANDRA	5	-	5
4AL18MBA04	ADARSH D	5	-	5
4AL18MBA05	AFNAN AHMED SHEIKH	5	-	5
4AL18MBA08	ANJALY ANIRUDHAN	5	-	5
4AL18MBA10	ARCHANA	5	-	5
4AL18MBA11	ASHWATH H D	5	-	5
4AL18MBA12	ASHWINI ASHOK NAIK	5	-	5
4AL18MBA13	ASHWITHA	5	-	5
4AL18MBA14	BASAVADARSHAN G N	5	-	5
4AL18MBA15	BHARATH M	5	-	5
4AL18MBA16	Chandrakantha	5	-	5
4AL18MBA17	DEEKSHA S HEGDE	5	-	5
4AL18MBA18	DEEKSHITH KUMAR	5	-	5
4AL18MBA20	DEEPIKA M	5	-	5
4AL18MBA22	DHANUSH	5	-	5
4AL18MBA23	DHEERAJ	5	-	5
4AL18MBA24	GEETHA	5	-	5
4AL18MBA27	HARI KRISHNAN	5	-	5
4AL18MBA28	HARSHITA GOUDAR	5	-	5
4AL18MBA29	HEMANTHA MANJUNATHA NAIK	5	-	5

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USN	Name	Assignment 1	Assignment 2	Seminar/presentation 1
4AL18MBA30	HEMAPRASADA T	5	-	5
4AL18MBA32	JOVITA NORONHA	5	-	5
4AL18MBA33	JYOTHI	5	-	5
4AL18MBA34	K NIKHIL	5	-	5
4AL18MBA38	MADHURA MANJUNATHA SHETTY	5	-	5
4AL18MBA39	MAHENDRA GM	5	-	5
4AL18MBA40	MANISH K SHETTY	5	-	5
4AL18MBA41	MANJUNATHA	5	-	-
4AL18MBA43	NAGARAJ PRABAKAR SHETTI	5	-	-
4AL18MBA45	NANDISH N	5	-	-
4AL18MBA49	PRAKHYATH B	5	-	-
4AL18MBA50	PRAKYATH SHETTY N	5	-	-
4AL18MBA51	PRAMOD BHAT	5	-	-
4AL18MBA52	PRAVEEN B JALI	5	-	-
4AL18MBA54	RAJESHA T	5	-	-
4AL18MBA57	RAMYA K	5	-	-
4AL18MBA58	RATHAN B N	5	-	-
4AL18MBA59	ROLWIN WILSTON CARLO	5	-	-
4AL18MBA62	SAMAD	5	-	-
4AL18MBA63	SAMPATH	5	-	-
4AL18MBA66	SEEMA H K	5	-	-
4AL18MBA67	SHARATH NAYAK	5	-	-

USN	Name	Assignment 1	Assignment 2	Seminar/presentation 1
4AL18MBA69	SHRADDHA C SHETTY	5	-	-
4AL18MBA70	SHREYA JAIN	5	-	-
4AL18MBA71	SHREYAS R	5	-	-
4AL18MBA74	SPOORTHI R	5	-	-
4AL18MBA76	SUBHIKSHA JAIN	5	-	-
4AL18MBA77	SUBRAHMANYA MADEV HEGDE	5	-	-
4AL18MBA78	SUDHAKAR N	5	-	-
4AL18MBA79	SUKSHITHA	5	-	-
4AL18MBA80	SUNIL KUMAR BV	5	-	-
4AL18MBA81	SUPRIYA ANNAYYA NAIK	5	-	-
4AL18MBA82	SUSHMITHA D	5	-	-
4AL18MBA84	SUSHMITHA M	5	-	-
4AL18MBA85	SWAROOP RENJALA	5	-	-
4AL18MBA86	VIDYA T	5	-	-
4AL18MBA87	VIDYASHREE	5	-	-
4AL18MBA88	VIJAYA KUMAR A	5	-	-

HOD

6 . Course Information

6 . 4 Internal Assessment

Internal : 1

Semester:3-Scheme 2018   Date : 20/09/2019

Subject : CONSUMER BEHAVIOR (18MBAMM301)   Time : 15:00 - 16:30

Faculty : Priya Jyothi Sequeira   Max Marks: 50

<table>
<tr><td colspan="6" align="center">Part A</td></tr>
<tr><td colspan="6" align="center">Answer any 2 questions</td></tr>
<tr><td>1</td><td>a</td><td>Define Consumer Behaviour?</td><td>3</td><td>1</td><td>L2</td></tr>
<tr><td>1</td><td>b</td><td>Describe the benefits of 'Consumerism'?</td><td>7</td><td>1</td><td>L2</td></tr>
<tr><td>1</td><td>c</td><td>Write a Short note on 'Consumer Movement in India'?</td><td>10</td><td>1</td><td>L2</td></tr>
<tr><td>2</td><td>a</td><td>Differenciate between Consumer and Customer?</td><td>3</td><td>1</td><td>L2</td></tr>
<tr><td>2</td><td>b</td><td>Explain 3 levels of Decision Making Process ?</td><td>7</td><td>2</td><td>L2</td></tr>
<tr><td>2</td><td>c</td><td>Explain Input- Process- Output Model of Consumer Behaviour with an example .</td><td>10</td><td>2</td><td>L2</td></tr>
<tr><td>3</td><td>a</td><td>What do you mean by 'Refference Group'. Give example.</td><td>3</td><td>2</td><td>L2</td></tr>
<tr><td>3</td><td>b</td><td>Explain 'Nicosia Model'</td><td>7</td><td>2</td><td>L2</td></tr>
<tr><td>3</td><td>c</td><td>Write briefly about Howard Sheth Model</td><td>10</td><td>2</td><td>L2</td></tr>
<tr><td colspan="6" align="center">Part B</td></tr>
<tr><td colspan="6" align="center">Answer all questions</td></tr>
<tr><td>4</td><td></td><td>Case Study: Martin Incorporation was involved in the cosmetics and perfume business. The company was following the product concept of marketing and catered only to their existing customers, while paying no attention to the changing needs and demands of the consumers. A marketing graduate named Ash, joined the company and advised the company about necessary changes that must be made in the product on the basis of changing taste and preferences of consumers to successfully sell the companies product. Mr. Ash modernised the products and spent about 30 lakhs on packaging etc. On the basis of relevant income and social factors that affect the consumers. The product manager and assistant manager were not happy with the efforts made by Mr. Ash as even after 6 months of implementation of suggested changes the company was not able to achieve effective growth in sales. Questions: 1). Do you agree with the Product Manager, and</td><td>10</td><td>2</td><td>L3</td></tr>
</table>

			Why? 2).What are the various factors(Internal and external) , could have been considered ? Elaborate in detail .		

			Q1			Q2			Q3			Q4		
			a	b	c	a	b	c	a	b	c			
4AL18MBA04	ADARSH D	P	3	7	9	3	3	9	0	0	0	7	41	Apply
4AL18MBA40	MANISH K SHETTY	P	1	6	9	3	6	8.5	0	0	0	5	38.5	Apply
4AL18MBA27	HARI KRISHNAN	P	3	7	9	3	7	9.5	0	0	0	5.5	44	Apply
4AL18MBA54	RAJESHA T	P	2	3	6	0	2	2	0	0	0	4	19	Understand
4AL18MBA79	SUKSHITHA	P	0	0	0	3	2	4	2.5	0	6	7	24.5	Apply
4AL18MBA69	SHRADDHA C SHETTY	P	2.5	6.5	7.5	3	7	9	0	0	0	5	40.5	Apply
4AL18MBA32	JOVITA NORONHA	P	3	7	9	2.5	6	10	0	0	0	9	46.5	Apply
4AL18MBA77	SUBRAHMANYA MADEV HEGDE	P	2	4	4	3	3	3	0	0	0	6	25	Apply
4AL18MBA15	BHARATH M	P	1	0	6	3	0	0	0	0	0	9	19	Apply
4AL18MBA85	SWAROOP RENJALA	P	2	6.5	7.5	3	6	8.5	0	0	0	7.5	41	Apply
4AL18MBA59	ROLWIN WILSTON CARLO	P	3	7	9	3	7	8	0	0	0	6	43	Apply
4AL18MBA12	ASHWINI ASHOK NAIK	P	3	5	7	2.5	5	4	0	0	0	6.5	33	Apply
4AL18MBA66	SEEMA H K	P	3	3	7	2	0	9	0	0	0	3	27	Understand
4AL18MBA67	SHARATH NAYAK	P	1.5	3.5	7.5	3	7	2	0	0	0	5.5	30	Apply
4AL18MBA20	DEEPIKA M	P	2.5	7	9.5	3	7	9	0	0	0	8.5	46.5	Apply
4AL18MBA62	SAMAD	P	1.5	6	9	0	0	0	1	6	8.5	7.5	39.5	Apply
4AL18MBA78	SUDHAKAR N	P	2	1	6	0	2	8	0	0	0	3	22	Understand
4AL18MBA30	HEMAPRASADA T	P	0	0	0	2.5	5.5	7	3	2.5	7	5.5	33	Apply
4AL18MBA57	RAMYA K	P	2.5	7	9	0	0	0	3	6.5	9.5	7.5	45	Apply
4AL18MBA86	VIDYA T	P	2	6	5	3	3	8.5	0	0	0	6.5	34	Apply
4AL18MBA87	VIDYASHREE	P	2.5	7	8	3	3.5	3	0	0	0	8.5	35.5	Apply
4AL18MBA84	SUSHMITHA M	P	3	6	6	3	3	9	0	0	0	7	37	Apply
4AL18MBA76	SUBHIKSHA JAIN	P	1	7	9	2	6	7	0	0	0	6	38	Apply
4AL18MBA08	ANJALY ANIRUDHAN	P	2.5	6.5	9	3	3	9	0	0	0	6	39	Apply
4AL18MBA51	PRAMOD BHAT	P	1	0	2	0	0	0	0	0	0	3	6	No Level
4AL18MBA02	ABHISHEK H D	P	1	4	7	3	3	8	0	0	0	6	32	Apply
4AL18MBA03	ACHARYA ROOPESH RAMACHANDRA	P	2	6.5	0	3	0	1	0	0	0	5.5	18	Apply
4AL18MBA01	AR PAVITHRA	P	1	7	9	3	0	9	0	0	0	4	33	Understand
4AL18MBA33	JYOTHI	P	3	6	6	3	3	3	0	0	0	0	24	Understand

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

			Q1			Q2			Q3			Q4		
			a	b	c	a	b	c	a	b	c			
4AL18MBA74	SPOORTHI R	P	3	7	9	3	0	8	0	0	0	5	35	Apply
4AL18MBA05	AFNAN AHMED SHEIKH	P	3	7	7	0	0	0	3	0	8	5	33	Apply
4AL18MBA13	ASHWITHA	P	1	7	8	2.5	6.5	8	0	0	0	6	39	Apply
4AL18MBA52	PRAVEEN B JALI	P	0	6	8	3	5.5	0	0	0	0	4	26.5	Understand
4AL18MBA14	BASAVADARSHAN G N	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA16	Chandrakantha	P	3	6.5	7	3	3.5	7	0	0	0	6.5	36.5	Apply
4AL18MBA17	DEEKSHA S HEGDE	P	2.5	7	9	2.5	6	8	0	0	0	5.5	40.5	Apply
4AL18MBA43	NAGARAJ PRABAKAR SHETTI	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA82	SUSHMITHA D	P	2.5	6.5	6	3	1.5	7	0	0	0	8	34.5	Apply
4AL18MBA45	NANDISH N	P	1	5	5	0	0	0	2	5	7	5	30	Apply
4AL18MBA81	SUPRIYA ANNAYYA NAIK	P	2	6.5	6.5	3	6.5	8.5	0	0	0	7	40	Apply
4AL18MBA34	K NIKHIL	P	1	6.5	8.5	3	6	7	0	0	0	5	37	Apply
4AL18MBA70	SHREYA JAIN	P	0	7	7	3	5	9	0	0	0	3	34	Understand
4AL18MBA18	DEEKSHITH KUMAR	P	2.5	5	7.5	2	3	9	0	0	0	8	37	Apply
4AL18MBA24	GEETHA	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA29	HEMANTHA MANJUNATHA NAIK	P	2	5	4	3	3	9	0	0	0	4	30	Understand
4AL18MBA41	MANJUNATHA	P	1.5	4.5	8	1.5	3	7	0	0	0	4.5	30	Understand
4AL18MBA11	ASHWATH H D	P	3	4	8	3	3	4	0	0	0	4	29	Understand
4AL18MBA49	PRAKHYATH B	P	1	5	7	0.5	6	6	0	0	0	2.5	28	Understand
4AL18MBA28	HARSHITA GOUDAR	P	3	7	9	3	3	8.5	0	0	0	7.5	41	Apply
4AL18MBA10	ARCHANA	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA22	DHANUSH	P	2	7	10	3	6	9	0	0	0	7	44	Apply
4AL18MBA23	DHEERAJ	P	1	6	5	1	0	5	0	0	0	8	26	Apply
4AL18MBA63	SAMPATH	P	2	5	5	3	3	7	0	0	0	4	29	Understand
4AL18MBA88	VIJAYA KUMAR A	P	1	1	0	2.5	0	1	0	0	0	3.5	9	Understand
4AL18MBA71	SHREYAS R	P	2.5	5	9	3	7	8	0	0	0	6.5	41	Apply
4AL18MBA39	MAHENDRA GM	P	1	6	5	3	3	9	0	0	0	5	32	Apply
4AL18MBA80	SUNIL KUMAR BV	P	1	6.5	6.5	3	3	3	0	0	0	6	29	Apply
4AL18MBA50	PRAKYATH SHETTY N	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA38	MADHURA MANJUNATHA SHETTY	P	2	5	4	0	0	0	0	4	6	8	29	Apply
4AL18MBA58	RATHAN B N	P	2	6	7	3	2	7	0	0	0	6	33	Apply

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

Internal : 2

Semester:3-Scheme 2018   Date : 25/10/2019

Subject : CONSUMER BEHAVIOR (18MBAMM301)   Time : 15:00 - 16:00

Faculty : Priya Jyothi Sequeira   Max Marks: 50

		Part A			
		Answer any 2 questions			
1	a	What is JND ? Explain with an example?	3	1	L2
1	b	Explain types of Motivation	7	2	L2
1	c	Explain Maslow's Need theory with proper examples	10	1	L2
2	a	What is Brand Personality? Give examples	3	1	L2
2	b	Explain Freduian Theory	7	1	L2
2	c	Explain how Personlaity influences conusmer behaviour	10	1	L2
3	a	What is consumer Imagery. What are the different way consmer percive the products and brands	3	2	L2
3	b	Write a note on elements of Perception	7	1	L2
3	c	Explain dynamics of perception in detail	10	2	L2
		Part B			
		Answer all questions			
4		Case Study on Mc Donald's Corporation Mc. Donald's corporation is the World's largest chain of hamburger fast restaurants, serving nearly 52 million customers daily. Each McDonald's restaurants is operated by a franchise and affiliate or the corporation itself. Mc. Donald's operates over 31,000 restaurants worldwide, employing more than 15 million people. Most restaurants offer both counter service and drive through service with indoor and some time outdoor seating. Some outlets feature large indoor or outdoor playgrounds with re-designed interiors in golden yellow, equipped with hanging lights. The restaurant will sport a new design with less plastic and more brick and mood and offer armchairs, sofas, Wifi connection and counters. Plasma TV's will offer news and weather reports, 'flexible' zone will be targeted at families and will have booths well fabric cushion with colorful patterns and flexible seating. Questions: How has the company gained consumer insights? (3) How has McDonald's created service	10	1	L2

differentiation?(3) "To attract Indian customer', what strategy need to be opted by Mc. Donald's? (4)

			Q1			Q2			Q3			Q4		
			a	b	c	a	b	c	a	b	c			
4AL18MBA04	ADARSH D	P	2.5	6.5	9	0	0	0	2.5	6.5	8	6.5	41.5	Understand
4AL18MBA40	MANISH K SHETTY	P	2.5	6.5	8.5	2.5	2.5	6	0	0	0	6.5	35	Understand
4AL18MBA27	HARI KRISHNAN	P	2.5	7	9	0	0	0	2.5	6	8.5	6.5	42	Understand
4AL18MBA54	RAJESHA T	P	2	5	7.5	0	0	0	2.5	4	6.5	6	33.5	Understand
4AL18MBA79	SUKSHITHA	P	3	7	9	3	6.5	3	0	0	0	7	38.5	Understand
4AL18MBA69	SHRADDHA C SHETTY	P	0	6.5	8	0	0	0	2	6	7.5	5	35	Understand
4AL18MBA32	JOVITA NORONHA	P	2.5	6.5	9.5	0	0	0	3	6.5	6	8	42	Understand
4AL18MBA77	SUBRAHMANYA MADEV HEGDE	P	0	5.5	7	3	3	3	0	0	0	6	27.5	Understand
4AL18MBA15	BHARATH M	P	2.5	6	8	0	0	0	1.5	6.5	6	4	34.5	Understand
4AL18MBA85	SWAROOP RENJALA	P	2.5	6.5	8.5	0	0	0	2.5	6.5	6.5	5	38	Understand
4AL18MBA59	ROLWIN WILSTON CARLO	P	3	7	9	3	6.5	7	0	0	0	8	43.5	Understand
4AL18MBA12	ASHWINI ASHOK NAIK	P	0	6.5	8	2.5	6.5	3.5	0	0	0	8	35	Understand
4AL18MBA66	SEEMA H K	P	2.5	6.5	8	0	0	0	2.5	4	7	8	38.5	Understand
4AL18MBA67	SHARATH NAYAK	P	1	6.5	9	0	0	0	2	2.5	7	6.5	34.5	Understand
4AL18MBA20	DEEPIKA M	P	1	6.5	8	0	0	0	2	6.5	8.5	5	37.5	Understand
4AL18MBA62	SAMAD	P	2.5	7	8	0	0	0	2.5	6	8	8	42	Understand
4AL18MBA78	SUDHAKAR N	P	2.5	6	8	2	6	2.5	0	0	0	7	34	Understand
4AL18MBA30	HEMAPRASADA T	P	2.5	6.5	8.5	0	0	0	1.5	5.5	6.5	4	35	Understand
4AL18MBA57	RAMYA K	P	2.5	7	8.5	0	0	0	3	6.5	9	6.5	43	Understand
4AL18MBA86	VIDYA T	P	2	3	8.5	3	6.5	3	0	0	0	6.5	32.5	Understand
4AL18MBA87	VIDYASHREE	P	2.5	6.5	8	0	0	0	3	6.5	8	6	40.5	Understand
4AL18MBA84	SUSHMITHA M	P	1.5	6	9	0	0	0	2.5	4	6	6.5	35.5	Understand
4AL18MBA76	SUBHIKSHA JAIN	P	2.5	6	8	2.5	6	4	0	0	0	4.5	33.5	Understand
4AL18MBA08	ANJALY ANIRUDHAN	P	2.5	6.5	8.5	0	0	0	2.5	6.5	7	6.5	40	Understand
4AL18MBA51	PRAMOD BHAT	P	2	5	7	0	0	0	2	4	6	5	31	Understand
4AL18MBA02	ABHISHEK H D	P	2	6	8.5	0	0	0	2	3	7	6	34.5	Understand
4AL18MBA03	ACHARYA ROOPESH RAMACHANDRA	P	2.5	6.5	8.5	0	0	0	2.5	6	8	4.5	38.5	Understand
4AL18MBA01	AR PAVITHRA	P	3	7	9	2.5	6.5	0	0	0	0	7	35	Understand
4AL18MBA33	JYOTHI	P	2.5	6.5	8.5	0	0	0	3	6	4	5.5	36	Understand

			Q1			Q2			Q3			Q4		
			a	b	c	a	b	c	a	b	c			
4AL18MBA74	SPOORTHI R	P	2	7	9	2.5	3.5	0	0	0	0	7	31	Understand
4AL18MBA05	AFNAN AHMED SHEIKH	P	2.5	6.5	8.5	0	0	0	2.5	6.5	7	5	38.5	Understand
4AL18MBA13	ASHWITHA	P	0	6.5	9	0	0	0	1.5	3	7	4	31	Understand
4AL18MBA52	PRAVEEN B JALI	P	1.5	6.5	2	0	0	0	0	0	0	0	10	Understand
4AL18MBA14	BASAVADARSHAN G N	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA16	Chandrakantha	P	2	6	7	0	0	0	1.5	6	8.5	6	37	Understand
4AL18MBA17	DEEKSHA S HEGDE	P	2	6.5	8.5	0	0	0	2.5	6.5	7.5	5	38.5	Understand
4AL18MBA43	NAGARAJ PRABAKAR SHETTI	P	1.5	4	6.5	0	0	0	1.5	2	4	6.5	26	Understand
4AL18MBA82	SUSHMITHA D	P	1.5	6.5	8.5	1.5	5	4	0	0	0	6	33	Understand
4AL18MBA45	NANDISH N	P	0	5.5	7	0	0	0	0	3	7	6	28.5	Understand
4AL18MBA81	SUPRIYA ANNAYYA NAIK	P	2	3	8.5	2.5	6.5	3.5	0	0	0	7	33	Understand
4AL18MBA34	K NIKHIL	P	0	6	8.5	0	0	0	1.5	2	7.5	6	31.5	Understand
4AL18MBA70	SHREYA JAIN	P	2	6.5	9	2.5	3	0	0	0	0	7	30	Understand
4AL18MBA18	DEEKSHITH KUMAR	P	2.5	6	8.5	0	0	0	2.5	6.5	7	7	40	Understand
4AL18MBA24	GEETHA	P	3	6.5	8.5	2.5	6.5	8.5	0	0	0	5.5	41	Understand
4AL18MBA29	HEMANTHA MANJUNATHA NAIK	P	2.5	6	8	0	6.5	8.5	2	6.5	7.5	5	37.5	Understand
4AL18MBA41	MANJUNATHA	P	2.5	5.5	7	0	0	0	2.5	5	7.5	6	36	Understand
4AL18MBA11	ASHWATH H D	P	2	6.5	8.5	2.5	5.5	2.5	0	0	0	5	32.5	Understand
4AL18MBA49	PRAKHYATH B	P	2	6.5	8.5	0	0	0	2.5	6	3	2.5	31	Understand
4AL18MBA28	HARSHITA GOUDAR	P	3	6.5	8.5	0	0	0	2.5	6.5	7.5	7	41.5	Understand
4AL18MBA10	ARCHANA	P	2	6.5	8.5	2.5	6.5	8.5	0	0	0	7	41.5	Understand
4AL18MBA22	DHANUSH	P	2.5	6.5	9	0	0	0	2.5	6	9	7	42.5	Understand
4AL18MBA23	DHEERAJ	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA63	SAMPATH	P	0	6	7	0	0	0	1.5	5.5	6	3.5	29.5	Understand
4AL18MBA88	VIJAYA KUMAR A	P	2.5	6	7	0	0	0	1	4	6	7	33.5	Understand
4AL18MBA71	SHREYAS R	P	2	6.5	8.5	2.5	6.5	8.5	0	0	0	6.5	41	Understand
4AL18MBA39	MAHENDRA GM	P	0	6.5	8.5	0	6	0	0	3	7.5	7	32.5	Understand
4AL18MBA80	SUNIL KUMAR BV	P	0	6	8	0	0	0	1	4	6.5	6	31.5	Understand
4AL18MBA50	PRAKYATH SHETTY N	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA38	MADHURA MANJUNATHA SHETTY	P	2.5	2.5	8.5	0	0	0	2.5	6.5	7	6	35.5	Understand
4AL18MBA58	RATHAN B N	P	2.5	6	8	0	0	0	2.5	4	4	5	32	Understand

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

Internal : 3

Semester:3-Scheme 2018

Date : 03/12/2019

Subject : CONSUMER BEHAVIOR (18MBAMM301)

Time : 15:00 - 16:30

Faculty : Priya Jyothi Sequeira

Max Marks: 50

		Part A			
		Answer any 2 questions			
1	a	Explain Marketing Mavens	3	1	L2
1	b	Describe the different types of reference groups	7	1	L2
1	c	Explain the family life cycle and marketing strategies in detail	10	2	L2
2	a	What is Diffusion Process	3	1	L2
2	b	Give a brief account of stages in adoption process	7	1	L2
2	c	Describe the elements of diffusion of innovation in details	10	1	L2
3	a	What is Social Class	3	1	L2
3	b	Explain dynamics of Opinion leadership process	7	1	L2
3	c	Types of CRM strategies for building relationship marketing	10	1	L2
		Part B			
		Answer all questions			
4		Case Study: Rahul's Dream A store of home accessories after his father's death, Rahul returned to India and inherited a small (Rs. 10 lakhs annual sales) furniture manufacturing company. " Home Products Pvt. Ltd. " in Bangalore. The Company was manufacturing and selling at lower price, home furniture retailers. These people earned higher profit margins as compared to bigger competitors, who had to spend heavily on advertising and sales promotion. However, Rahul was more interested in opening a store to market home accessories. He wanted the store to be highly visible and known for its product range consisting of glass top tables with intricately carved teakwood base, well designed compact sofas and bed sets, designer candle stands, curio shelves, clothes hangers, etc. Rahul was willing to plough back his export earnings into his venture to make it a reality. He planned to start with a single store and then build a chain of such stores by the end of five years. The target market aimed for is the upper middle and upper class consumer. The location of the store is planned keeping in mind the preferences of the consumer, who prefers quiet locations to noisy shopping places. The	10	12	L3

price range between Rs. 3000 for a table to Rs. 55,000 for a leather upholstered sofa. Rahul is of the opinion that although customers are price conscious, being more aware of interior décor, would be willing to spend on home accessories just to "keep up the Joneses". A survey also indicated that word of mouth communication, more than advertisements in the mass media or direct mailers to prospective customers plays a key role in influencing consumers purchase decisions, especially in the case of home accessories. Questions Do you think reference group influence is relevant in this case. Explain with proper points (5) In your opinion, which reference group(s) can act as a spokesperson for the company.(5)

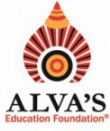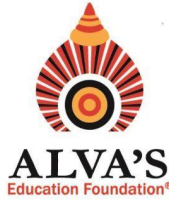|			Q1			Q2			Q3			Q4		
			a	b	c	a	b	c	a	b	c			
4AL18MBA04	ADARSH D	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA40	MANISH K SHETTY	P	3	6	9	2	7	9	0	0	0	8	44	Apply
4AL18MBA27	HARI KRISHNAN	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA54	RAJESHA T	P	2.5	4	6	0	0	0	1.5	4	6	8	32	Apply
4AL18MBA79	SUKSHITHA	P	2.5	6.5	8	2	6	9	0	0	0	1	35	Understand
4AL18MBA69	SHRADDHA C SHETTY	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA32	JOVITA NORONHA	P	2.5	7	9	2.5	7	8.5	0	0	0	9	45.5	Apply
4AL18MBA77	SUBRAHMANYA MADEV HEGDE	P	3	6.5	9	2	5	8	0	0	0	8	41.5	Apply
4AL18MBA15	BHARATH M	P	1	7	9	0	0	0	2	0	9	6	34	Apply
4AL18MBA85	SWAROOP RENJALA	P	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA59	ROLWIN WILSTON CARLO	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA12	ASHWINI ASHOK NAIK	P	2.5	6	7	1.5	6	6	0	0	0	6	35	Apply
4AL18MBA66	SEEMA H K	P	3	5	9	0	0	0	2	5	8.5	8	40.5	Apply
4AL18MBA67	SHARATH NAYAK	P	2	7	8	0	0	0	2.5	6	8	8	41.5	Apply
4AL18MBA20	DEEPIKA M	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA62	SAMAD	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA78	SUDHAKAR N	P	2.5	5	7	2	5	7	0	0	0	6	34.5	Apply
4AL18MBA30	HEMAPRASADA T	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA57	RAMYA K	P	1	6	9	1	6	8	0	0	0	7	38	Apply
4AL18MBA86	VIDYA T	P	1	5	8	2	6	6	0	0	0	7	35	Apply
4AL18MBA87	VIDYASHREE	P	2	5	9	2	7	7.5	0	0	0	6	38.5	Apply
4AL18MBA84	SUSHMITHA M	P	2.5	6	9	1	6	7	0	0	0	7	38.5	Apply

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			Q1			Q2			Q3			Q4			
			a	b	c	a	b	c	a	b	c				
4AL18MBA76	SUBHIKSHA JAIN	P	2.5	7	9	2	7	7	0	0	0	8	42.5	Apply
4AL18MBA08	ANJALY ANIRUDHAN	P	0	0	0	2.5	7	9	3	7	9	8	45.5	Apply
4AL18MBA51	PRAMOD BHAT	P	2	5	8	0	0	0	2	4	7	6	34	Apply
4AL18MBA02	ABHISHEK H D	P	3	6	8	1	6	7	0	0	0	8	39	Apply
4AL18MBA03	ACHARYA ROOPESH RAMACHANDRA	P	2	6	9	2	6	8	0	0	0	8	41	Apply
4AL18MBA01	AR PAVITHRA	P	3	7	9	3	7	9	0	0	0	8	46	Apply
4AL18MBA33	JYOTHI	P	2.5	7	9	2.5	7	4	0	0	0	7	39	Apply
4AL18MBA74	SPOORTHI R	P	3	7	9	3	7	5	0	0	0	0	42	Understand
4AL18MBA05	AFNAN AHMED SHEIKH	P	2	6	9	2	6	7	0	0	0	7	39	Apply
4AL18MBA13	ASHWITHA	P	2.5	7	9	2	7	7	0	0	0	8	42.5	Apply
4AL18MBA52	PRAVEEN B JALI	P	2	2	9	2	6	8	0	0	0	4	33	Understand
4AL18MBA14	BASAVADARSHAN G N	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA16	Chandrakantha	P	2	6	7	2	2	2	0	0	0	0	21	Understand
4AL18MBA17	DEEKSHA S HEGDE	P	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA43	NAGARAJ PRABAKAR SHETTI	P	2	4	3	2	6	6	0	0	0	4	27	Understand
4AL18MBA82	SUSHMITHA D	P	2.5	6	9	0	0	0	1	6.5	6	7	38	Apply
4AL18MBA45	NANDISH N	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA81	SUPRIYA ANNAYYA NAIK	P	2	6	8	2.5	6	8	0	0	0	8	40.5	Apply
4AL18MBA34	K NIKHIL	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA70	SHREYA JAIN	P	2	0	9	0	0	0	0	0	0	0	11	Understand
4AL18MBA18	DEEKSHITH KUMAR	P	2	5	2	0	0	0	0	0	0	0	9	Understand
4AL18MBA24	GEETHA	P	2.5	7	9	2.5	6	4	0	0	0	7	38	Apply
4AL18MBA29	HEMANTHA MANJUNATHA NAIK	P	2	6	8	2	6	8	0	0	0	8	40	Apply
4AL18MBA41	MANJUNATHA	P	0	0	0	2	5	9	3	6	8	8	41	Apply
4AL18MBA11	ASHWATH H D	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA49	PRAKHYATH B	P	2	6	8	2	5	0	2	6	6	3	33	Understand
4AL18MBA28	HARSHITA GOUDAR	P	3	7	9	3	7	9	0	0	0	8	46	Apply
4AL18MBA10	ARCHANA	P	2	6	5	2	6	7	0	0	0	8	36	Apply
4AL18MBA22	DHANUSH	P	1	6	0	0	0	0	0	0	0	0	7	Understand
4AL18MBA23	DHEERAJ	P	0	0	0	1	4	6	1	3.5	5	4	24.5	Understand
4AL18MBA63	SAMPATH	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA88	VIJAYA KUMAR A	P	2	4	6	1	6	6	0	0	0	5	30	Apply
4AL18MBA71	SHREYAS R	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

			Q1			Q2			Q3			Q4		
			a	b	c	a	b	c	a	b	c			
4AL18MBA39	MAHENDRA GM	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA80	SUNIL KUMAR BV	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA50	PRAKYATH SHETTY N	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA38	MADHURA MANJUNATHA SHETTY	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA58	RATHAN B N	P	1	3	3	1	2	1	0	0	0	8	19	Apply

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Master of Business Administration (MBA)

Course Name : SERVICES MARKETING **(** 18MBAMM303 **)**

Class : Semester 3 HM

Ms Priya Jyothi Sequeira

Assistant Professor,

2019-20

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

1 . Faculty Details

Name	:	Ms Priya Jyothi Sequeira
Qualification	:	Others
Department	:	MBA
Permanent Address	:	
Phone Number	:	8904142098
Email ID	:	priyakwt@gmail.com
Specimen Signature	:	_____

HOD

2 . Course Allotted

Allotted Duty	Course Title	Course Code
Theory 1	SERVICES MARKETING	18MBAMM303
Theory 2	MARKETING MANAGEMENT	18MBA15
Theory 3	CONSUMER BEHAVIOR	18MBAMM301

HOD

3 . Academic calendar 2019-20 (Semester 3)

Date	Day	Event
8 Aug 2019	THURSDAY	Term End Date
8 Aug 2019	THURSDAY	Commencement of 3rd semester MBA
12 Aug 2019	MONDAY	Bakrid
15 Aug 2019	THURSDAY	Independence Day
24 Aug 2019	SATURDAY	Janmashtami
2 Sep 2019	MONDAY	Ganesha Chaturthi
10 Sep 2019	TUESDAY	Moharam
19 Sep 2019	THURSDAY	Internal Assessment-I for 3rd semester MBA
20 Sep 2019	FRIDAY	Internal Assessment-I for 3rd semester MBA
21 Sep 2019	SATURDAY	Internal Assessment-I for 3rd semester MBA
28 Sep 2019	SATURDAY	Mahalaya Amavase
30 Sep 2019	MONDAY	Commencement of 1st semester MBA
1 Oct 2019	TUESDAY	Induction program for 1st semester MBA
2 Oct 2019	WEDNESDAY	Gandhi Jayanthi
2 Oct 2019	WEDNESDAY	Induction program for 1st semester MBA
3 Oct 2019	THURSDAY	Induction program for 1st semester MBA
4 Oct 2019	FRIDAY	Induction program for 1st semester MBA
5 Oct 2019	SATURDAY	Induction program for 1st semester MBA
7 Oct 2019	MONDAY	Ayudha Pooja
8 Oct 2019	TUESDAY	Vijayadashami
24 Oct 2019	THURSDAY	Internal assessment-II for 3rd semester MBA
25 Oct 2019	FRIDAY	Internal assessment-II for 3rd semester MBA
26 Oct 2019	SATURDAY	Internal assessment-II for 3rd semester MBA

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

Date	Day	Event
27 Oct 2019	SUNDAY	Naraka Chaturdashi
29 Oct 2019	TUESDAY	Balipadyami Diwali
1 Nov 2019	FRIDAY	Kannada Rajyotsava
10 Nov 2019	SUNDAY	Id- Milad
14 Nov 2019	THURSDAY	Internal Assessment-I for 1st semester MBA
15 Nov 2019	FRIDAY	Internal Assessment-I for 1st semester MBA
16 Nov 2019	SATURDAY	Internal Assessment-I for 1st semester MBA
26 Nov 2019	TUESDAY	Kanakadasa Jayanthi
2 Dec 2019	MONDAY	Internal assessment-III for 3rd semester MBA
3 Dec 2019	TUESDAY	Internal assessment-III for 3rd semester MBA
4 Dec 2019	WEDNESDAY	Internal assessment-III for 3rd semester MBA
5 Dec 2019	THURSDAY	Last Working Day for 3rd semester MBA
12 Dec 2019	THURSDAY	Internal assessment-II for 1st semester MBA
13 Dec 2019	FRIDAY	Internal assessment-II for 1st semester MBA
14 Dec 2019	SATURDAY	Internal assessment-II for 1st semester MBA
25 Dec 2019	WEDNESDAY	Christmas
11 Jan 2020	SATURDAY	Term not found

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

4 . Timetable

	1	2	3	4		5	6
	09:00 AM 09:50 AM	09:50 AM 10:40 AM	11:00 AM 11:50 AM	11:50 AM 12:40 PM	12:40 PM 01:40 PM	01:40 PM 02:30 PM	02:30 PM 03:20 PM
MON			MBA 18MBAMM301 / 18MBAMM301 MBA Semester 3 HM / FM			MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 HM / FM	MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 HM / FM
TUE	MBA 18MBA15 MBA Semester 1 B		MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 HM / FM	MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 FM / HM		MBA 18MBA15 MBA Semester 1 A	
WED		MBA 18MBAMM301 / 18MBAMM301 MBA Semester 3 HM / FM		MBA 18MBA15 MBA Semester 1 A		MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 HM / FM	
THU	MBA 18MBA15 MBA Semester 1 B		MBA 18MBAMM301 / 18MBAMM301 MBA Semester 3 HM / FM			MBA 18MBA15 MBA Semester 1 A	
FRI		MBA 18MBA15 MBA Semester 1 B		MBA 18MBA15 MBA Semester 1 A			MBA 18MBA15 MBA Semester 1 B
SAT	MBA 18MBAMM301 / 18MBAMM301 MBA Semester 3 FM / HM			MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 FM / HM			

HOD

5 . Department Details

5 . 1 Preliminary Information

PROGRAM OUTCOMES(PO's)

1. **Apply knowledge of management theories and practices to solve business problems :** Apply knowledge of management theories and practices to solve business problems.

2. **Foster Analytical and critical thinking abilities for data-based decision making :** Foster Analytical and critical thinking abilities for data-based decision making.

3. **Ability to develop Value based Leadership ability :** Ability to develop Value based Leadership ability

4. **Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business :** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business

5. **Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment :** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment

PROGRAM SPECIFIC OUTCOMES(PSO's)

PSO 1 : Graduates will be able to understand, analyze and work with financial data and provide desired solutions to the stakeholders

PSO 2 : Graduates will be able to use technology with use in their specific domain of expertise

PSO 3 : Graduates will be endowed with life long learning skills, critical thinking skills and research outlook

PSO 4 : Prepared graduates for entrepreneurship, ethical leadership and social value creation

PSO 5 : Developed graduates for corporate jobs with global outlook

HOD

6 . Course Information

6 . 1 Course Content

Title of the Course   : SERVICES MARKETING

Semester : 3   **Academic Year : 2019-20**

Subject Code : 18MBAMM303	IA Marks : 40
Hours/week : 5	Total Hours : 56
Exam Hours : 3	Exam Marks : 60
Course Plan Author : Priya Jyothi Sequeira	Planned Date : 2019-10-15
Checked by : Dr Claret Mendonca	At the end of this course student will be able to : 2019-10-15

Objectives: To enable students

1 . To acquaint the students with the characteristics of services and their marketing implications.

2 . To discuss and conceptualizethe service quality, productivity in services, role of personnel in service marketing and to manage changes in the environment.

3 . To familiarize the students with the GAPS model and strategizing towards closing the GAPS for effective services marketing

Course Outcomes (COs) :

1 . Define concepts of Service Marketing and Models pertaining to Service Marketing

2 . Understanding Customer Expectation through Market Research

3 . Understanding Service Standards and Yield Management

4 . Apply Strategies for enhanced Customer Participation in Service

5 . Analyze effective Communication and Pricing Strategies in Service Marketing

6 . Understanding Physical evidence and Service scapes in Service Marketing

6 . Course Information

6 . 1 . 1 Course Syllabus

Objectives: To enable students Title of the Course : SERVICES MARKETING

Subject Code : 18MBAMM303

Module 1

Introduction to services :

Concepts, contribution and reasons for the growth of services sector, difference in goods and service in marketing, characteristics of services, concept of service marketing triangle, service marketing mix, GAP models of service quality

Consumer behaviour in services :

Search, Experience and Credence property, consumer expectation of services, two levels of expectation, Zone of tolerance, Factors influencing customer expectation of services, Customer perception of services-Factors that influence customer perception of service, Service encounters, Customer satisfaction, Strategies for influencing customer perception

Module 2

Understanding customer expectation through market research :

Key reasons for GAP 1, using marketing research to understand customer expectation, Types of service research, Building customer relationship through retention strategies , Relationship marketing, Evaluation Of customer relationships, Benefits of customer relationship, levels of retention strategies, Market segmentation, Basis & targeting in services

Module 3

Customer defined service standards :

"Hard" & "Soft" standards, challenges of matching supply & demand in capacity, four common types of constraints facing services, optimum v/s maximum use of capacity, strategies for matching capacity & demand, Yield management, balancing capacity utilization, pricing, Waiting line strategies, four basic Waiting line strategies, Leadership &Measurement system for market driven service performance, key reasons for GAP-2 service leadership, Creation of service vision and implementation, Service quality as profitstrategy, Role of service quality In offensive and defensive marketing

Module 4

Employee role in service designing :

Boundary spanning roles, Emotional labour, Source of conflict, Quality- productivity trade off, Strategies for closing GAP3, Customer's role in service deliver, Importance of customer & customer's role in service delivery, Strategies for enhancing-Customer participation, Delivery through intermediaries, Key intermediaries for service delivery, Intermediary control strategies

Module 5

Role of marketing communication :

Key reasons for GAP 4 involving communication, four categories of strategies to match service promises with delivery, Methodology to exceedcustomer expectation, Pricing of services, Role of price and value in provider GAP 4, Role of non-monitory cost, Price as an indicator of service quality , Approaches to pricing services, pricing strategies

Module 6

Physical evidence in services :

Importance of Physical Evidence, Elements of Physical Evidence, Physical Evidence Strategies, Guidelines for Physical Evidence

Service scapes :

Types of service scapes, Objective and Goals of services capes Role of services capes, Approaches for understanding service scapes effects, Frame work for understanding services capes & its effect on behaviour, Guidance for physical evidence strategies

6 . Course Information

6 . 1 . 2 Text Books and Reference Books

REFERENCE BOOKS :

1 . Services Marketing - RajendraNargundkar, 3/e, TMH, 2010

2 . Services Marketing - Hoffman & Bateson, 4/e, Cengage Learning-2007

3 . Services Marketing: Operation, Management and Strategy-Kenneth E Clow& David L. Kurtz, 2/e, Biztantra, 2007

HOD

6 . Course Information

6 . 2

Semester : 3   **Section :** HM   **Course :** SERVICES MARKETING

Period	Planned			Execution		
	Date	Topic	Source material to be referred	Date	Topic	Source material to be referred
-7 center: **1**						
1	2019-08-14	Concepts, contribution and reasons for the growth of services sector	-	2019-08-14	Concepts, contribution and reasons for the growth of services sector	-
2	2019-08-14	difference in goods and service in marketing, characteristics of services	-	2019-08-14	difference in goods and service in marketing, characteristics of services	-
3	2019-08-19	concept of service marketing triangle, service marketing mix	-	2019-08-19	concept of service marketing triangle, service marketing mix	-
4	2019-08-19	GAP models of service quality	-	2019-08-19	GAP models of service quality	-
5	2019-08-21	Search, Experience and Credence property, consumer expectation of services	-	2019-08-21	Search, Experience and Credence property, consumer expectation of services	-
6	2019-08-21	two levels of expectation, Zone of tolerance, Factors influencing customer expectation of services	-	2019-08-21	two levels of expectation, Zone of tolerance, Factors influencing customer expectation of services	-
7	2019-08-26	Customer perception of services-Factors that influence customer perception of service, Service encounters	-	2019-08-26	Customer perception of services-Factors that influence customer perception of service, Service encounters	-
8	2019-08-26	Customer satisfaction, Strategies for influencing customer perception	-	2019-08-26	Customer satisfaction, Strategies for influencing customer perception	-
-7 center: **2**						
9	2019-08-28	Key reasons for GAP 1	-	2019-09-04	using marketing research to understand customerexpectation	-
10	2019-08-28	Key reasons for GAP 1	-	2019-09-09	Building customer relationshipthrough retention strategies	-

11	2019-09-04	using marketing research to understand customer expectation	-	2019-09-09	Relationship marketing	-
12	2019-09-04	Types of service research	-	2019-09-11	Evaluation Ofcustomer relationships	-
13	2019-09-09	Building customer relationship through retention strategies	-	2019-09-11	Benefits of customer relationship	-
14	2019-09-09	Relationship marketing	-	2019-09-15	levels of retentionstrategies, Types of service research	Ref 1
15	2019-09-11	Evaluation Of customer relationships	-	2019-09-17	levels of retentionstrategies, Key reasons for GAP 1	Ref 1
16	2019-09-11	Benefits of customer relationship	-	2019-09-18	levels of retentionstrategies, Building customer relationshipthrough retention strategies	Ref 1
17	2019-09-16	levels of retention strategies	-	2019-09-18	Market segmentation	-
18	2019-09-16	Market segmentation	-	2019-09-20	Basis & targeting in services, Relationship marketing	Ref 2
19	2019-09-18	Basis & targeting in services	-	2019-10-15	"Hard" & "Soft" standards, challenges of matching supply & demand in capacity	Ref 1
			3			
20	2019-10-15	"Hard" & "Soft" standards, challenges of matching supply & demand in capacity	-	2019-10-15	four common types of constraints facing services, optimum v/s maximum use of capacity	Ref 1
21	2019-10-15	four common types of constraints facing services, optimum v/s maximum use of capacity	-	2019-10-16	strategies for matching capacity & demand, Yield management	Ref 1
22	2019-10-16	strategies for matching capacity & demand, Yield management	-	2019-10-19	balancing capacity utilization, pricing	Ref 1
23	2019-10-19	balancing capacity utilization, pricing	-	2019-10-21	Waiting line strategies, four basic Waiting line strategies	-
24	2019-10-21	Waiting line strategies, four basic Waiting line strategies	-	2019-10-21	Leadership &Measurement system for market driven service performance, key reasons for GAP-2 service leadership	Ref 1
25	2019-10-21	Leadership &Measurement system for market driven service performance,key reasons for GAP-2 service leadership	-	2019-10-22	Creation of service vision and implementation, Service quality as profitstrategy	Ref 1

26	2019-10-22	Creation of service vision and implementation, Service quality as profitstrategy	-	2019-10-22	Role of service quality In offensive and defensive marketing	Ref 1
27	2019-10-22	Role of service quality In offensive and defensive marketing	-	2019-10-23	Source of conflict	Ref 1
4						
28	2019-10-23	Boundary spanning roles, Emotional labour	-	2019-10-23	Key reasons for GAP 4 involving communication, four categories of strategies to match service promises with delivery	Ref 1
29	2019-10-23	Source of conflict	-	2019-10-26	Methodology to exceedcustomer expectation	Ref 1
34	2019-10-30	Quality- productivity trade off	-	2019-10-30	Role of non-monitory cost	Ref 1
35	2019-10-30	Strategies for closing GAP3	-	2019-11-02	Price as an indicator of service quality	Ref 1
38	2019-11-04	Customer's role in service deliver	-	2019-11-04	Approaches to pricing services	Ref 1
39	2019-11-04	Importance of customer & customer's role in service delivery	-	2019-11-04	pricing strategies	Ref 1
44	2019-11-06	Strategies for enhancing-Customer participation	-	2019-11-06	Physical Evidence Strategies	Ref 1
45	2019-11-06	Delivery through intermediaries	-	2019-11-09	Guidelines for PhysicalEvidence	Ref 1
48	2019-11-11	Key intermediaries for service delivery	-	2019-10-03	Intermediary control strategies, Boundary spanning roles, Boundary spanning roles	Ref 1
49	2019-11-11	Intermediary control strategies	-	2019-11-11	Types of service scapes, Objective and Goals of servicescapes Role of services capes	Ref 1
5						
30	2019-10-23	Key reasons for GAP 4 involving communication, four categories of strategies to match service promises with delivery	-	2019-10-28	Pricing of services	Ref 1
31	2019-10-26	Methodology to exceedcustomer expectation	-	2019-10-28	Role of price and value in provider GAP 4	Ref 1
32	2019-10-28	Pricing of services	-	2019-10-16	Quality- productivity trade off	-
33	2019-10-28	Role of price and value in provider GAP 4	-	2019-10-17	Strategies forclosing GAP3	-

36	2019-10-30	Role of non-monitory cost	-	2019-10-15	Customer's role in service deliver	-
37	2019-11-02	Price as an indicator of service quality	-	2019-10-18	Importance of customer & customer'srole in service delivery	-
40	2019-11-04	Approaches to pricing services	-	2019-11-05	Importance of Physical Evidence	Ref 1
41	2019-11-04	pricing strategies	-	2019-11-05	Elementsof Physical Evidence	Ref 1
6						
42	2019-11-05	Importance of Physical Evidence	-	2019-10-19	Strategies for enhancing-Customer participation	-
43	2019-11-05	Elements of Physical Evidence	-	2019-10-21	Delivery through intermediaries	-
46	2019-11-06	Physical Evidence Strategies	-	2019-10-21	Key intermediaries for service delivery	-
47	2019-11-09	Guidelines for Physical Evidence	-	2019-10-03	Intermediary control strategies, Source of conflict, Emotionallabour	Ref 1
50	2019-11-11	Types of service scapes,Objective and Goals of services capes Role of services capes	-	2019-11-11	Approaches for understanding service scapeseffects	Ref 1
51	2019-11-11	Approaches for understanding service scapes effects	-	2019-11-12	Frame work for understanding services capes & its effect onbehaviour	Ref 1
52	2019-11-12	Frame work for understanding services capes & its effect on behaviour	-	2019-11-12	Guidance for physical evidence strategies	-
53	2019-11-12	Guidance for physical evidence strategies	-	-	-	

6 . Course Information

6 . 2 . 1 Compliance Report

Semester : 3   **Section :** HM   **Course :** SERVICES MARKETING

Module No.	# of Classes Planned(till date)	Planned Effort(till date)	# of Classes Executed(till date)	Actual Efforts(till date)	% Coverage
3	8	6hrs 40min	8	6hrs 40min	100.0
5	8	6hrs 40min	8	6hrs 40min	100.0
6	8	6hrs 40min	8	6hrs 40min	100.0

HOD

6 . Course Information

6 . 2 . 2 CO PO Mapping

Slight (Low) = 1 ,   Moderate (Medium) = 2 ,   Substantial (High) = 3 .

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1					
CO 2					
CO 3					

HOD

6 . Course

6 . 2 . 3 CO-PSO Mapping

Slight (Low) = 1 ,   Moderate (Medium) = 2 ,   Substantial (High) = 3 .

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1					
CO 2					
CO 3					

HOD

6 . Course Information

6 . 3 Other Assessment

ASSIGNMENT

: SERVICES MARKETING   **:** 18MBAMM303

# : 1	**:** 5
: 2019-10-29	**:** 2019-12-05
: 1	**:** Understand
: Important Question Answers	

# : 2	**:** 5
: 2019-10-23	**:** 2019-12-05
: 2	**:** Understand
: Assignment	

SEMINAR/PRESENTATION

: SERVICES MARKETING   **:** 18MBAMM303

1	**:** 5
2019-11-25	**:** 2
: Understand	
: Seminar on various topics	

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

USN	Name	Assignment 1	Assignment 2	Seminar/presentation 1
4AL18MBA01	AR PAVITHRA	5	5	5
4AL18MBA02	ABHISHEK H D	4	5	5
4AL18MBA03	ACHARYA ROOPESH RAMACHANDRA	4	5	5
4AL18MBA04	ADARSH D	5	5	5
4AL18MBA05	AFNAN AHMED SHEIKH	4	5	5
4AL18MBA08	ANJALY ANIRUDHAN	5	5	5
4AL18MBA10	ARCHANA	4	5	5
4AL18MBA11	ASHWATH H D	4	5	5
4AL18MBA12	ASHWINI ASHOK NAIK	5	5	5
4AL18MBA13	ASHWITHA	5	5	5
4AL18MBA14	BASAVADARSHAN G N	5	5	5
4AL18MBA15	BHARATH M	5	5	5
4AL18MBA16	Chandrakantha	5	5	5
4AL18MBA17	DEEKSHA S HEGDE	5	5	5
4AL18MBA18	DEEKSHITH KUMAR	5	5	5
4AL18MBA20	DEEPIKA M	5	5	5
4AL18MBA22	DHANUSH	5	5	5
4AL18MBA23	DHEERAJ	5	5	5
4AL18MBA24	GEETHA	5	5	5
4AL18MBA27	HARI KRISHNAN	5	5	5
4AL18MBA28	HARSHITA GOUDAR	5	5	5
4AL18MBA29	HEMANTHA MANJUNATHA NAIK	5	5	5

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USN	Name	Assignment 1	Assignment 2	Seminar/presentation 1
4AL18MBA30	HEMAPRASADA T	5	5	5
4AL18MBA32	JOVITA NORONHA	5	5	5
4AL18MBA33	JYOTHI	5	5	5
4AL18MBA34	K NIKHIL	5	5	5
4AL18MBA38	MADHURA MANJUNATHA SHETTY	5	5	5
4AL18MBA39	MAHENDRA GM	5	5	5
4AL18MBA40	MANISH K SHETTY	5	5	5
4AL18MBA41	MANJUNATHA	5	5	5
4AL18MBA43	NAGARAJ PRABAKAR SHETTI	5	5	5
4AL18MBA45	NANDISH N	5	5	5
4AL18MBA49	PRAKHYATH B	5	5	5
4AL18MBA50	PRAKYATH SHETTY N	5	5	5
4AL18MBA51	PRAMOD BHAT	5	5	5
4AL18MBA52	PRAVEEN B JALI	5	5	5
4AL18MBA54	RAJESHA T	5	5	5
4AL18MBA57	RAMYA K	5	5	5
4AL18MBA58	RATHAN B N	5	5	5
4AL18MBA59	ROLWIN WILSTON CARLO	5	5	5
4AL18MBA62	SAMAD	5	5	5
4AL18MBA63	SAMPATH	5	5	5
4AL18MBA66	SEEMA H K	5	5	5
4AL18MBA67	SHARATH NAYAK	5	5	5

USN	Name	Assignment 1	Assignment 2	Seminar/presentation 1
4AL18MBA69	SHRADDHA C SHETTY	5	5	5
4AL18MBA70	SHREYA JAIN	5	5	5
4AL18MBA71	SHREYAS R	5	5	5
4AL18MBA74	SPOORTHI R	5	5	5
4AL18MBA76	SUBHIKSHA JAIN	5	5	5
4AL18MBA77	SUBRAHMANYA MADEV HEGDE	5	5	5
4AL18MBA78	SUDHAKAR N	5	5	5
4AL18MBA79	SUKSHITHA	0	5	5
4AL18MBA80	SUNIL KUMAR BV	5	5	5
4AL18MBA81	SUPRIYA ANNAYYA NAIK	5	5	5
4AL18MBA82	SUSHMITHA D	5	5	5
4AL18MBA84	SUSHMITHA M	5	5	5
4AL18MBA85	SWAROOP RENJALA	4	5	5
4AL18MBA86	VIDYA T	5	5	5
4AL18MBA87	VIDYASHREE	5	5	5
4AL18MBA88	VIJAYA KUMAR A	4	5	5

HOD

6 . Course Information

6 . 4 Internal Assessment

Internal : 1

Semester:3-Scheme 2018

Date : 21/09/2019

Subject : SERVICES MARKETING (18MBAMM303)

Time : 15:00 - 16:30

Faculty : Priya Jyothi Sequeira

Max Marks: 50

		Part A			
		Answer any 2 questions			
1	a	Define Services.	3	1	L2
1	b	Difference between Goods and Services	7	1	L2
1	c	Explain Service Market Triangle	10	1	L2
2	a	What is customer service quality gap.	3	1	L2
2	b	Explain GAP 2 of customer service	7	1	L2
2	c	Explain Service Marketing Mix	10	1	L2
3	a	What is zone of tolerance	3	1	L2
3	b	Explain search, experience and credence property of Service with appropriate examples.	7	1	L2
3	c	Write a note on factors influencing customer expectation in service	10	1	L2
		Part B			
		Answer all questions			
4		Case Study : Air India The news headlines on 7th May, announced a strike by air India pilots. in the past five years, air India passengers faced major flight delays and disruptions to the air flight schedules due to strikes over pay and promotions, loss making roots, expensive plane purchases. technically this wasn't even a strike. Pilots had reported sick and were absent " from work". Mrs. Divya had booked for 17th may from Hyderabad to Chicago(via Delhi). SHe was travelling along with 5 months old baby. She had booked the tickets 7 months in advanced to avoid paying a higher fare at the last minute. she called the airline on 16th May to reassure herself of the departure timings for the next day. She was shocked to hear that the domestic flights from Hyderabad to Delhi was cancelled due to shortage of pilots. The airline did not even to bother notify her. Air India reassured her that at	10	1	L2

least the flight to Delhi to Chicago was on schedule "as of now". Divya started to panic and booked a flight to Delhi and on other airline, hoping to atleast make her Delhi - Chicago connection. On arrival at Delhi, she saw hundreds stranded passengers mobbing in AirIndia counters. Not a single seat is in the waiting area was available. After talking to a waiting passenger, Divya realized that he was waiting at the airport for the past two days after his first flight had been cancelled. No alternative arrangements had been made by the airlines. Other passengers fought to get their checked - In luggage back. the passengers were complaining about the lack of information. Divya, on enquiring about her own flight, was informed that it was cancelled. She spoke calmly to the staff and asked to be accommodated on another Airindia or partner airline flight. The employees seemed unapologetic and unconcerned and simply stated , " there are no seats available..... as of now.. i don't know how long you will have to wait. if you want a refund, you can claim it back in Hyderabad.". Divya pleaded for a temporary accommodation for herself and her baby. the Employee signed and handed her over a sandwich and coffee voucher instead, saying, that's all he could do.....as of now. Divya, lost her temper like the other passengers and joined the mob of shouting passengers. the Airindia employees responded, "What can I do? how i am responsible? Its the pilots who are striking and were left to deal with this bloody mess. I have been working for past 16 hours straight". 1. what exactly went wrong? why did it go wrong? who was responsible? 2. Discuss the services marketing triangle in the case of Airindia? Justify 3 What service recovery do you recommend to Airindia ? Justify?

			Q1			Q2			Q3			Q4		
---	---	---	a	b	c	a	b	c	a	b	c			
4AL18MBA04	ADARSH D	P	3	5	9	2	5	9	0	0	0	4.5	37.5	Understand
4AL18MBA40	MANISH K SHETTY	P	2	4	9	1	7	9	0	0	0	4.5	36.5	Understand
4AL18MBA27	HARI KRISHNAN	P	3	7	9	2.5	6	9	0	0	0	8	44.5	Understand
4AL18MBA54	RAJESHA T	P	3	3	7	0	0	0	1	4	4	5	27	Understand
4AL18MBA79	SUKSHITHA	P	2	6	8	2	4	6	0	0	0	4	32	Understand
4AL18MBA69	SHRADDHA C SHETTY	P	2.5	6	8	2	5.5	6	0	0	0	5.5	35.5	Understand
4AL18MBA32	JOVITA NORONHA	P	3	7	9	3	6	9.5	0	0	0	9	46.5	Understand
4AL18MBA77	SUBRAHMANYA MADEV HEGDE	P	1.5	4	8	1	6	7	0	0	0	5.5	33	Understand
4AL18MBA15	BHARATH M	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level

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			Q1			Q2			Q3			Q4		
			a	b	c	a	b	c	a	b	c			
4AL18MBA85	SWAROOP RENJALA	P	2	6	9	3	3	9	0	0	0	9	41	Understand
4AL18MBA59	ROLWIN WILSTON CARLO	P	3	7	9	3	4	9	0	0	0	5	40	Understand
4AL18MBA12	ASHWINI ASHOK NAIK	P	1	7	9	3	2	6	0	0	0	7	35	Understand
4AL18MBA66	SEEMA H K	P	3	3.5	9	0	0	0	1	5	6	6.5	34	Understand
4AL18MBA67	SHARATH NAYAK	P	0	2	4	0	3	3	0	0	0	5	17	Understand
4AL18MBA20	DEEPIKA M	P	2.5	5	8	0	0	0	0	7	6	5	33.5	Understand
4AL18MBA62	SAMAD	P	2	6.5	8.5	1.5	6.5	9	0	0	0	8	42	Understand
4AL18MBA78	SUDHAKAR N	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA30	HEMAPRASADA T	P	3	5	8	2	1	7	0	0	0	7	33	Understand
4AL18MBA57	RAMYA K	P	1.5	6	7	0	0	0	2.5	7	7	9	40	Understand
4AL18MBA86	VIDYA T	P	2	4	7	0	0	0	1	3	3	5	25	Understand
4AL18MBA87	VIDYASHREE	P	2	5	8	3	3	3	0	0	0	6	30	Understand
4AL18MBA84	SUSHMITHA M	P	3	2	8	1	3	4	0	0	0	4	25	Understand
4AL18MBA76	SUBHIKSHA JAIN	P	2.5	4	9	0	0	0	1.5	6	6	5	34	Understand
4AL18MBA08	ANJALY ANIRUDHAN	P	3	5	9	0	0	0	2.5	6.5	4	6	36	Understand
4AL18MBA51	PRAMOD BHAT	P	1.5	6	6	0	1.5	6	0	0	0	5	26	Understand
4AL18MBA02	ABHISHEK H D	P	1	5	9	1.5	3	7	0	0	0	6	32.5	Understand
4AL18MBA03	ACHARYA ROOPESH RAMACHANDRA	P	2.5	4	7	2	4	8	0	0	0	5.5	33	Understand
4AL18MBA01	AR PAVITHRA	P	3	5	7	3	6	6	0	0	0	5	35	Understand
4AL18MBA33	JYOTHI	P	2	5	9	1.5	2	8	0	0	0	3.5	31	Understand
4AL18MBA74	SPOORTHI R	P	2.5	6	1.5	0	0	0	3	5	6	0	24	Understand
4AL18MBA05	AFNAN AHMED SHEIKH	P	2	5	9	1.5	2.5	9	0	0	0	6	35	Understand
4AL18MBA13	ASHWITHA	P	1.5	5	7.5	1.5	5.5	6	0	0	0	4	31	Understand
4AL18MBA52	PRAVEEN B JALI	P	0	0	4	0	2	3	0	0	0	1	10	No Level
4AL18MBA14	BASAVADARSHAN G N	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA16	Chandrakantha	P	2	4	7	2	5	7	0	0	0	6	33	Understand
4AL18MBA17	DEEKSHA S HEGDE	P	2	4	8	1	3	8	0	0	0	5	31	Understand
4AL18MBA43	NAGARAJ PRABAKAR SHETTI	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA82	SUSHMITHA D	P	2	4	8	2	2	7	0	0	0	6	31	Understand
4AL18MBA45	NANDISH N	P	0	0	5	0	2	6	0	0	0	4	17	Understand
4AL18MBA81	SUPRIYA ANNAYYA NAIK	P	2	6	8	0	0	0	2.5	6.5	3	6	34	Understand
4AL18MBA34	K NIKHIL	P	0	0	7	0	2	4	0	0	0	6	19	Understand
4AL18MBA70	SHREYA JAIN	P	1	2	9	2	3	5	0	0	0	5	27	Understand

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			Q1			Q2			Q3			Q4		
			a	b	c	a	b	c	a	b	c			
4AL18MBA18	DEEKSHITH KUMAR	P	2	5	8	2	2	7	0	0	0	8	34	Understand
4AL18MBA24	GEETHA	P	2.5	5	8	3	6	8	0	0	0	7	39.5	Understand
4AL18MBA29	HEMANTHA MANJUNATHA NAIK	P	2	4	7	3	6	2	0	0	0	5	29	Understand
4AL18MBA41	MANJUNATHA	P	1	6	3	0	3	6	0	0	0	5	24	Understand
4AL18MBA11	ASHWATH H D	P	2.5	4.5	4	0.5	2	7	0	0	0	5.5	26	Understand
4AL18MBA49	PRAKHYATH B	P	0.5	5	7	0.5	6	6	0	0	0	2.5	27.5	Understand
4AL18MBA28	HARSHITA GOUDAR	P	2.5	5	9	2.5	4	8	0	0	0	6	37	Understand
4AL18MBA10	ARCHANA	P	2	6	9	2.5	6	9	0	0	0	5.5	40	Understand
4AL18MBA22	DHANUSH	P	2	5	9	0	0	0	2.5	6	6	5.5	36	Understand
4AL18MBA23	DHEERAJ	P	0	3	3	3	5	0	0	0	0	4	18	Understand
4AL18MBA63	SAMPATH	P	2.5	4	4.5	0	3	6	0	0	0	5	25	Understand
4AL18MBA88	VIJAYA KUMAR A	P	1.5	5	3	0	3	3	0	0	0	4.5	20	Understand
4AL18MBA71	SHREYAS R	P	2.5	4	8	2	4	8.5	0	0	0	7	36	Understand
4AL18MBA39	MAHENDRA GM	P	1.5	1.5	6	0	3	4	0	0	0	3.5	19.5	Understand
4AL18MBA80	SUNIL KUMAR BV	P	2	4	6	0.5	1.5	3	0	0	0	6	23	Understand
4AL18MBA50	PRAKYATH SHETTY N	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA38	MADHURA MANJUNATHA SHETTY	P	2	6	7.5	0	0	0	2.5	6	6	7	37	Understand
4AL18MBA58	RATHAN B N	P	0.5	5	5.5	0	0	0	1.5	2	2	5.5	22	Understand

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Department of Master of Business Administration (MBA)

Internal : 2

Semester:3-Scheme 2018

Date : 26/10/2019

Subject : SERVICES MARKETING (18MBAMM303)

Time : 15:00 - 16:00

Faculty : Priya Jyothi Sequeira

Max Marks: 50

		Part A			
		Answer any 2 questions			
1	a	What is relationship marketing. Explain with example.	3	1	L2
1	b	Explain 80:20 customer pyramid of Service along with the expanded customer service pyramid.	7	2	L2
1	c	Explain the types of Service research .	10	1	L1
2	a	Mention the difference between Transactional nad Relationship approach of service	3	1	L2
2	b	Explain the stages of customer relationship	7	2	L2
2	c	Explain Retention Strategies for Customer Relationship	10	1	L2
3	a	What is emotional labour. Give one example	3	2	L2
3	b	What are the strategies used for closing gap 3	7	2	L2
3	c	Explain the strategies of delivering service quality through people	10	1	L2
		Part B			
		Answer all questions			
4		Case Study on Skywalk Airline's Mr. Wadhwa, the general manager (HR) appointed by Skywalk, has a daunting task ahead of him. He has to find Pilots cabin crew and ground handling staff for the airlines in four months flat. The dilemma before him are many. Skywalk has a low brand equity. Therefore it would be tough to attract the best candidates. lts capacity to pay high wages is not questionable, but whether business will be bright enough to sustain the high wages in future, is a question that is unanswered as of now. Secondly if new recruits are hired for cabin crew and ground handling positions then have to be trained adequately. And the given the time constraints that looks like a tough task. May be training can be sourced or temporary help can be summoned form some foreign country hiring. But most of all Mr. Wadwa is wondering what kinds of criteria he should look for in selecting the frontline staff who will interact with customers on a regular basis and may be determine the success or failure	10	1	L5

of the airline, should he focus on good looks and personality or a good school and college and communication skill or was it high IQ than was needed. His past experience in the hotel industry had given him some ideas, but he is not sure if any different skill sets were needed in the airline. Questions : Can you help Mr. Wadhwa to finalize the candidates with the required skills for 1). The cabin crew (2) 2). The ground staff handling check in and customer interactions (2) 3). The baggage handler (2) 4) In what way would they differ from the skills sets needed in the hotel industry(4)

			Q1			Q2			Q3			Q4		
			a	b	c	a	b	c	a	b	c			
4AL18MBA04	ADARSH D	P	2.5	3	8.5	0	0	0	0	5.5	8.5	8	36	Evaluate
4AL18MBA40	MANISH K SHETTY	P	2.5	6.5	8.5	2.5	6	8.5	0	0	0	6.5	41	Evaluate
4AL18MBA27	HARI KRISHNAN	P	0	0	0	2.5	7	6	0	6.5	8	8	38	Evaluate
4AL18MBA54	RAJESHA T	P	2	5	7	0	0	0	2	6	7	7	36	Evaluate
4AL18MBA79	SUKSHITHA	P	2.5	6	8.5	2	6	8	0	0	0	5	38	Evaluate
4AL18MBA69	SHRADDHA C SHETTY	P	2.5	6.5	8.5	0	0	0	2.5	6.5	8.5	5.5	40.5	Evaluate
4AL18MBA32	JOVITA NORONHA	P	3	6.5	9	0	0	0	3	6.5	10	9.5	47.5	Evaluate
4AL18MBA77	SUBRAHMANYA MADEV HEGDE	P	2	6.5	8.5	1	6	8	0	0	0	6.5	38.5	Evaluate
4AL18MBA15	BHARATH M	P	2.5	6.5	8.5	2.5	6.5	5	0	0	0	5.5	37	Evaluate
4AL18MBA85	SWAROOP RENJALA	P	2.5	6.5	9	2.5	6.5	4	0	0	0	6	37	Evaluate
4AL18MBA59	ROLWIN WILSTON CARLO	P	3	7	9	3	6	9	0	0	0	8	45	Evaluate
4AL18MBA12	ASHWINI ASHOK NAIK	P	2.5	2	4	0	0	0	2.5	2	2	5.5	20.5	Evaluate
4AL18MBA66	SEEMA H K	P	0	0	0	2.5	6	7.5	2.5	6	8	8	40.5	Evaluate
4AL18MBA67	SHARATH NAYAK	P	0	0	0	0	3	5	0	5	8	6.5	27.5	Evaluate
4AL18MBA20	DEEPIKA M	P	2	6.5	9	2.5	6.5	9	0	0	0	7	42.5	Evaluate
4AL18MBA62	SAMAD	P	2.5	6.5	9	2.5	6.5	7	0	0	0	9	43	Evaluate
4AL18MBA78	SUDHAKAR N	P	2	3	2	2.5	6.5	4	0	0	0	7	27	Evaluate
4AL18MBA30	HEMAPRASADA T	P	2.5	6	0	2	6	8.5	0	0	0	9.5	34.5	Evaluate
4AL18MBA57	RAMYA K	P	2.5	6.5	9	2.5	6.5	9	0	0	0	7	43	Evaluate
4AL18MBA86	VIDYA T	P	2	5	8.5	2	6	2	0	0	0	6	31.5	Evaluate
4AL18MBA87	VIDYASHREE	P	2.5	6.5	6	0	0	0	1	3	1	7	27	Evaluate
4AL18MBA84	SUSHMITHA M	P	2.5	6.5	9	2.5	6.5	9	0	0	0	7.5	43.5	Evaluate
4AL18MBA76	SUBHIKSHA JAIN	P	2	6	0	2	5	8	0	0	0	6	29	Evaluate

			Q1			Q2			Q3			Q4		
			a	b	c	a	b	c	a	b	c			
4AL18MBA08	ANJALY ANIRUDHAN	P	2.5	7	8.5	2.5	3	6	0	0	0	6	35.5	Evaluate
4AL18MBA51	PRAMOD BHAT	P	2	3	4	2	5	5	0	0	0	6	27	Evaluate
4AL18MBA02	ABHISHEK H D	P	2.5	6.5	8	2.5	6.5	8	0	0	0	6	40	Evaluate
4AL18MBA03	ACHARYA ROOPESH RAMACHANDRA	P	1	2.5	8	2.5	6.5	6	1.5	1.5	3	7	33.5	Evaluate
4AL18MBA01	AR PAVITHRA	P	0	0	0	2.5	6.5	9	3	6.5	7	7	41.5	Evaluate
4AL18MBA33	JYOTHI	P	2	6.5	8.5	2	6	2	0	0	0	0	27	Understand
4AL18MBA74	SPOORTHI R	P	2	7	9	2.5	6.5	4	0	0	0	6.5	37.5	Evaluate
4AL18MBA05	AFNAN AHMED SHEIKH	P	2	6	9	2.5	6.5	2	0	0	0	6.5	34.5	Evaluate
4AL18MBA13	ASHWITHA	P	2	6.5	7	2.5	6	0	0	0	0	6	30	Evaluate
4AL18MBA52	PRAVEEN B JALI	P	1.5	4	8.5	2.5	6.5	8	0	0	0	7	38	Evaluate
4AL18MBA14	BASAVADARSHAN G N	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA16	Chandrakantha	P	3	0	8.5	0	0	0	0.5	6.5	8.5	8	35	Evaluate
4AL18MBA17	DEEKSHA S HEGDE	P	2.5	5.5	6	0	0	0	1.5	6.5	8.5	8	38.5	Evaluate
4AL18MBA43	NAGARAJ PRABAKAR SHETTI	P	0	0	0	2.5	6	8	2.5	6.5	7	5	37.5	Evaluate
4AL18MBA82	SUSHMITHA D	P	2.5	6.5	8	2.5	2	6	0	0	0	5	32.5	Evaluate
4AL18MBA45	NANDISH N	P	0	0	0	0	6	8	2.5	6	8	6.5	37	Evaluate
4AL18MBA81	SUPRIYA ANNAYYA NAIK	P	2	3	8	0	6.5	4	0	0	0	6.5	30	Evaluate
4AL18MBA34	K NIKHIL	P	0	0	0	0	6	0	0	6	6.5	7.5	26	Evaluate
4AL18MBA70	SHREYA JAIN	P	2.5	6.5	9	1	6.5	2	0	0	0	6.5	34	Evaluate
4AL18MBA18	DEEKSHITH KUMAR	P	2.5	6.5	8.5	0	0	0	1.5	6.5	8.5	7	41	Evaluate
4AL18MBA24	GEETHA	P	2.5	0	9	2.5	6.5	8.5	0	0	0	6.5	35.5	Evaluate
4AL18MBA29	HEMANTHA MANJUNATHA NAIK	P	2.5	6.5	2	0	6.5	8.5	0	0	0	8	34	Evaluate
4AL18MBA41	MANJUNATHA	P	0	6.5	8	0	0	0	2.5	6.5	8	7.5	39	Evaluate
4AL18MBA11	ASHWATH H D	P	1.5	6.5	7	1	4	7	0	0	0	5	32	Evaluate
4AL18MBA49	PRAKHYATH B	P	1	5	6	1.5	6	0	0	0	0	6	25.5	Evaluate
4AL18MBA28	HARSHITA GOUDAR	P	2.5	7	0	2.5	6.5	8.5	0	0	0	7.5	34.5	Evaluate
4AL18MBA10	ARCHANA	P	2	3	8.5	2.5	5	3	0	0	0	7.5	31.5	Evaluate
4AL18MBA22	DHANUSH	P	3	7	9	2.5	0	8	0	0	0	7.5	37	Evaluate
4AL18MBA23	DHEERAJ	P	2	6	8	2	6	4	0	0	0	5.5	33.5	Evaluate
4AL18MBA63	SAMPATH	P	2.5	5	8	2.5	6	8	0	0	0	4.5	36.5	Understand
4AL18MBA88	VIJAYA KUMAR A	P	0	6.5	8	2	6.5	4	0	0	0	5.5	32.5	Evaluate
4AL18MBA71	SHREYAS R	P	2.5	5.5	7	2.5	6	4	0	0	0	5.5	33	Evaluate
4AL18MBA39	MAHENDRA GM	P	0	0	0	2	6.5	8	2.5	6.5	8.5	4	38	Understand

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

			Q1			Q2			Q3			Q4			
			a	b	c	a	b	c	a	b	c				
4AL18MBA80	SUNIL KUMAR BV	P	0	0	0	0	6	0	0	6	7	7	26	Evaluate
4AL18MBA50	PRAKYATH SHETTY N	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA38	MADHURA MANJUNATHA SHETTY	P	2	5.5	7	0	0	0	1	6	8	7	36.5	Evaluate
4AL18MBA58	RATHAN B N	P	2.5	6	6	2	6	7	0	0	0	5	34.5	Evaluate

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

Internal : 3

Semester:3-Scheme 2018

Subject : SERVICES MARKETING (18MBAMM303)

Faculty : Priya Jyothi Sequeira

Date : 04/12/2019

Time : 15:00 - 16:30

Max Marks: 50

		Part A			
		Answer any 2 questions			
1	a	List the main pricing approaches for services	3	1	L2
1	b	Discuss the role of servicescape	7	1	L2
1	c	Expalin the framework for understadning Servicescape effects on behaviour	10	2	L2
2	a	Define Physical evidence	3	1	L2
2	b	Explain "price as an indicator of Quality"	7	1	L2
2	c	Crtitically evaluate the significance of non monitory cost in pricing decicion of services	10	1	L2
3	a	What is Demand based pricing	3	1	L2
3	b	Explain guidelines for physical evidence strategies	7	1	L2
3	c	Explain the pricing strategies that link to the four value definitions	10	1	L2
		Part B			
		Answer all questions			
4		Case Study: Zomato, an online restaurant discovery platform where customers can find restaurants in a particular area, their menu, place order and pay online. Delivery part is taken by the restaurants. Moreover customers can give review about the restaurants and the quality of food which helps the restaurants and customers to have a better experience. Internet and mobile app are the only channel used for the whole process for customers to find a suitable restaurant with better discount deals and to place an order. Facebook, Twitter and Pintrest are the main platform which made the base for the success of Zomato with a deep presence among their customers. Zomato wants to start delivering the ordered food to the customer's doorstep, by their own, which was earlier taken care of by restaurants. The firm plans to focus on segments such as online food ordering, restaurant booking, subscriptions based services and billing in restaurants. Questions: Describe the exact nature of services provided by Zomato Examine how the services	10	1	L2

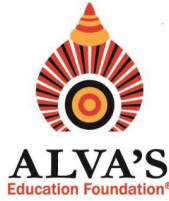|				Q1			Q2			Q3			Q4		
				a	b	c	a	b	c	a	b	c			
4AL18MBA04	ADARSH D	P		3	7	9	0	0	0	3	6	8	8	44	Understand
4AL18MBA40	MANISH K SHETTY	P		3	6	8	0	6	8	0	0	0	8	39	Understand
4AL18MBA27	HARI KRISHNAN	P		3	7	4	2.5	7	4	0	0	0	8	35.5	Understand
4AL18MBA54	RAJESHA T	P		3	5	7	2	4	4	0	0	0	8	33	Understand
4AL18MBA79	SUKSHITHA	Ab		0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA69	SHRADDHA C SHETTY	P		3	7	8.5	3	5	8	0	0	0	9	43.5	Understand
4AL18MBA32	JOVITA NORONHA	P		3	7	9.5	3	7	9	0	0	0	9	47.5	Understand
4AL18MBA77	SUBRAHMANYA MADEV HEGDE	P		3	6	8	2	5	7	0	0	0	8	39	Understand
4AL18MBA15	BHARATH M	P		3	7	3	3	5	7	0	0	0	8	36	Understand
4AL18MBA85	SWAROOP RENJALA	P		0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA59	ROLWIN WILSTON CARLO	Ab		0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA12	ASHWINI ASHOK NAIK	P		3	6	9	2.5	5	4	0	0	0	8	37.5	Understand
4AL18MBA66	SEEMA H K	P		3	6	9	2	5	4	0	0	0	8	37	Understand
4AL18MBA67	SHARATH NAYAK	P		3	5	8	1	4	7	0	0	0	8	36	Understand
4AL18MBA20	DEEPIKA M	P		1.5	6.5	9	2	4	8	0	0	0	8	39	Understand
4AL18MBA62	SAMAD	Ab		0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA78	SUDHAKAR N	P		2	4	6	2	5	6	0	0	0	8	33	Understand
4AL18MBA30	HEMAPRASADA T	Ab		0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA57	RAMYA K	P		3	7	10	2.5	6	9	0	0	0	9	46.5	Understand
4AL18MBA86	VIDYA T	P		3	4	6	0	0	0	2.5	6	6	8	35.5	Understand
4AL18MBA87	VIDYASHREE	P		3	0	10	2.5	7	0	0	0	0	9	31.5	Understand
4AL18MBA84	SUSHMITHA M	P		3	6	8	3	4	4	0	0	0	8	36	Understand
4AL18MBA76	SUBHIKSHA JAIN	P		3	6.5	7	2.5	6.5	7	0	0	0	8	40.5	Understand
4AL18MBA08	ANJALY ANIRUDHAN	P		3	6	8	2.5	6	8	0	0	0	8	41.5	Understand
4AL18MBA51	PRAMOD BHAT	P		2	4	6	0	5	6	0	0	0	8	31	Understand
4AL18MBA02	ABHISHEK H D	P		3	6	8	1	6	7	0	0	0	8	39	Understand
4AL18MBA03	ACHARYA ROOPESH RAMACHANDRA	P		0	0	0	2	0	7	3	6	7	8	33	Understand
4AL18MBA01	AR PAVITHRA	P		2.5	7	9	3	6	9	0	0	0	0	36.5	Understand
4AL18MBA33	JYOTHI	P		3	4	8	0	0	0	3	6	4	8	36	Understand

The provided by Zomato can be equally utilized by customers and restaurants.

			Q1			Q2			Q3			Q4		
			a	b	c	a	b	c	a	b	c			
4AL18MBA74	SPOORTHI R	P	3	7	9	0	6.5	8	0	0	0	8	41.5	Understand
4AL18MBA05	AFNAN AHMED SHEIKH	P	0	0	0	2.5	6	8	2	6	8	8	40.5	Understand
4AL18MBA13	ASHWITHA	P	3	6.5	8	2.5	6	8	0	0	0	8	42	Understand
4AL18MBA52	PRAVEEN B JALI	P	3	5	8	1	6	6	0	0	0	8	37	Understand
4AL18MBA14	BASAVADARSHAN G N	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA16	Chandrakantha	P	3	6	8	2.5	6	8	0	0	0	8	41.5	Understand
4AL18MBA17	DEEKSHA S HEGDE	P	3	6	8	0	6	6	0	0	0	8	37	Understand
4AL18MBA43	NAGARAJ PRABAKAR SHETTI	P	1.5	3	6	0	0	0	1.5	3	3	7	25	Understand
4AL18MBA82	SUSHMITHA D	P	2.5	0	3	1	4	2	0	0	0	8	20.5	Understand
4AL18MBA45	NANDISH N	P	3	6	6	2	6	6	0	0	0	8	37	Understand
4AL18MBA81	SUPRIYA ANNAYYA NAIK	P	3	5	9	0	0	0	2	7	8	8	42	Understand
4AL18MBA34	K NIKHIL	P	2	5	7	0	4	0	0	0	0	8	26	Understand
4AL18MBA70	SHREYA JAIN	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA18	DEEKSHITH KUMAR	P	3	6	9	2	7	8	0	0	0	8	43	Understand
4AL18MBA24	GEETHA	P	2	6	8	2.5	6.5	2	0	0	0	8	35	Understand
4AL18MBA29	HEMANTHA MANJUNATHA NAIK	P	3	6	9	2	5	6	0	0	0	8	39	Understand
4AL18MBA41	MANJUNATHA	P	3	6	8	0	5	7	0	0	0	8	37	Understand
4AL18MBA11	ASHWATH H D	P	2	5	8	2	5	3	0	0	0	8	33	Understand
4AL18MBA49	PRAKHYATH B	P	3	6	8	2	5	0	0	0	0	6	30	Understand
4AL18MBA28	HARSHITA GOUDAR	P	3	7	9	0	0	0	2.5	7	0	8	36.5	Understand
4AL18MBA10	ARCHANA	P	2	5	6	3	6	0	0	0	0	0	22	Understand
4AL18MBA22	DHANUSH	P	2	6	9	3	6	7	0	0	0	8	41	Understand
4AL18MBA23	DHEERAJ	P	3	6	8	0	0	0	0	0	0	8	25	Understand
4AL18MBA63	SAMPATH	P	3	6	8	2	6	6	0	0	0	8	39	Understand
4AL18MBA88	VIJAYA KUMAR A	P	2	4	7	1	6	4	0	0	0	6	30	Understand
4AL18MBA71	SHREYAS R	P	2	6	9	2	0	9	0	0	0	8	36	Understand
4AL18MBA39	MAHENDRA GM	P	3	3	8	1.5	5	8	0	0	0	8	36.5	Understand
4AL18MBA80	SUNIL KUMAR BV	P	2	6	7	2	6	4	0	0	0	8	35	Understand
4AL18MBA50	PRAKYATH SHETTY N	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA38	MADHURA MANJUNATHA SHETTY	P	3	0	7	2	6	7	0	0	0	8	33	Understand
4AL18MBA58	RATHAN B N	P	2	4	8	1	5	6	0	0	0	8	34	Understand

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Master of Business Administration (MBA)

Course Name : CONSUMER BEHAVIOR **(** 18MBAMM301 **)**

Class : Semester 3 FM

Ms Priya Jyothi Sequeira
Assistant Professor,
2019-20

1 . Faculty Details

Name	:	Ms Priya Jyothi Sequeira
Qualification	:	Others
Department	:	MBA
Permanent Address	:	
Phone Number	:	8904142098
Email ID	:	priyakwt@gmail.com
Specimen Signature	:	_____

HOD

2 . Course Allotted

Allotted Duty	Course Title	Course Code
Theory 1	SERVICES MARKETING	18MBAMM303
Theory 2	MARKETING MANAGEMENT	18MBA15
Theory 3	CONSUMER BEHAVIOR	18MBAMM301

HOD

3 . Academic calendar 2019-20 (Semester 3)

Date	Day	Event
8 Aug 2019	THURSDAY	Term End Date
8 Aug 2019	THURSDAY	Commencement of 3rd semester MBA
12 Aug 2019	MONDAY	Bakrid
15 Aug 2019	THURSDAY	Independence Day
24 Aug 2019	SATURDAY	Janmashtami
2 Sep 2019	MONDAY	Ganesha Chaturthi
10 Sep 2019	TUESDAY	Moharam
19 Sep 2019	THURSDAY	Internal Assessment-I for 3rd semester MBA
20 Sep 2019	FRIDAY	Internal Assessment-I for 3rd semester MBA
21 Sep 2019	SATURDAY	Internal Assessment-I for 3rd semester MBA
28 Sep 2019	SATURDAY	Mahalaya Amavase
30 Sep 2019	MONDAY	Commencement of 1st semester MBA
1 Oct 2019	TUESDAY	Induction program for 1st semester MBA
2 Oct 2019	WEDNESDAY	Gandhi Jayanthi
2 Oct 2019	WEDNESDAY	Induction program for 1st semester MBA
3 Oct 2019	THURSDAY	Induction program for 1st semester MBA
4 Oct 2019	FRIDAY	Induction program for 1st semester MBA
5 Oct 2019	SATURDAY	Induction program for 1st semester MBA
7 Oct 2019	MONDAY	Ayudha Pooja
8 Oct 2019	TUESDAY	Vijayadashami
24 Oct 2019	THURSDAY	Internal assessment-II for 3rd semester MBA
25 Oct 2019	FRIDAY	Internal assessment-II for 3rd semester MBA
26 Oct 2019	SATURDAY	Internal assessment-II for 3rd semester MBA

Date	Day	Event
27 Oct 2019	SUNDAY	Naraka Chaturdashi
29 Oct 2019	TUESDAY	Balipadyami Diwali
1 Nov 2019	FRIDAY	Kannada Rajyotsava
10 Nov 2019	SUNDAY	Id- Milad
14 Nov 2019	THURSDAY	Internal Assessment-I for 1st semester MBA
15 Nov 2019	FRIDAY	Internal Assessment-I for 1st semester MBA
16 Nov 2019	SATURDAY	Internal Assessment-I for 1st semester MBA
26 Nov 2019	TUESDAY	Kanakadasa Jayanthi
2 Dec 2019	MONDAY	Internal assessment-III for 3rd semester MBA
3 Dec 2019	TUESDAY	Internal assessment-III for 3rd semester MBA
4 Dec 2019	WEDNESDAY	Internal assessment-III for 3rd semester MBA
5 Dec 2019	THURSDAY	Last Working Day for 3rd semester MBA
12 Dec 2019	THURSDAY	Internal assessment-II for 1st semester MBA
13 Dec 2019	FRIDAY	Internal assessment-II for 1st semester MBA
14 Dec 2019	SATURDAY	Internal assessment-II for 1st semester MBA
25 Dec 2019	WEDNESDAY	Christmas
11 Jan 2020	SATURDAY	Term not found

4 . Timetable

	1	2	3	4		5	6
	09:00 AM 09:50 AM	09:50 AM 10:40 AM	11:00 AM 11:50 AM	11:50 AM 12:40 PM	12:40 PM 01:40 PM	01:40 PM 02:30 PM	02:30 PM 03:20 PM
MON			MBA 18MBAMM301 / 18MBAMM301 MBA Semester 3 HM / FM			MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 HM / FM	MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 HM / FM
TUE	MBA 18MBA15 MBA Semester 1 B		MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 HM / FM	MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 FM / HM		MBA 18MBA15 MBA Semester 1 A	
WED		MBA 18MBAMM301 / 18MBAMM301 MBA Semester 3 HM / FM		MBA 18MBA15 MBA Semester 1 A		MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 HM / FM	
THU	MBA 18MBA15 MBA Semester 1 B		MBA 18MBAMM301 / 18MBAMM301 MBA Semester 3 HM / FM			MBA 18MBA15 MBA Semester 1 A	
FRI		MBA 18MBA15 MBA Semester 1 B		MBA 18MBA15 MBA Semester 1 A			MBA 18MBA15 MBA Semester 1 B
SAT	MBA 18MBAMM301 / 18MBAMM301 MBA Semester 3 FM / HM			MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 FM / HM			

HOD

5 . Department Details

5 . 1 Preliminary Information

PROGRAM OUTCOMES(PO's)

1. **Apply knowledge of management theories and practices to solve business problems :** Apply knowledge of management theories and practices to solve business problems.

2. **Foster Analytical and critical thinking abilities for data-based decision making :** Foster Analytical and critical thinking abilities for data-based decision making.

3. **Ability to develop Value based Leadership ability :** Ability to develop Value based Leadership ability

4. **Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business :** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business

5. **Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment :** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment

PROGRAM SPECIFIC OUTCOMES(PSO's)

PSO 1 : Graduates will be able to understand, analyze and work with financial data and provide desired solutions to the stakeholders

PSO 2 : Graduates will be able to use technology with use in their specific domain of expertise

PSO 3 : Graduates will be endowed with life long learning skills, critical thinking skills and research outlook

PSO 4 : Prepared graduates for entrepreneurship, ethical leadership and social value creation

PSO 5 : Developed graduates for corporate jobs with global outlook

HOD

6 . Course Information

6 . 1 Course Content

Title of the Course   : CONSUMER BEHAVIOR

Semester : 3   **Academic Year : 2019-20**

Subject Code : 18MBAMM301	IA Marks : 40
Hours/week : 5	Total Hours : 56
Exam Hours : 3	Exam Marks : 60
Course Plan Author : Priya Jyothi Sequeira	Planned Date : 2019-08-26
Checked by : Dr Claret Mendonca	At the end of this course student will be able to : 2019-08-26

Objectives: To enable students

1 . To understand the concept of consumer behavior, decision making by consumers, behavioral variables and its influences on consumer behavior

2 . To comprehend the social and cultural dimensions of consumer behavior.

3 . To provide an insight of the psychological and behavioral concepts of consumers.

Course Outcomes (COs) :

1 . Define basic concepts of Consumer Behaviour , Indian Consumer, Consumerism, Consumer Movement Define Consumer Behaviour Concepts

2 . Understand Consumer Behaviour Models, Consumer decision making process and situational influences Consumer Behaviour Models

3 . Apply theories and strategies of Motivation and Personality to consumer behaviour and CRM

4 . Apply learning theories, Models of Attitude and Communication Strategies to Consumer Behaviour Theories on Learning, Attitude and Communication

5 . Analyze external influence on Consumer Behaviour

6 . Understanding Diffusion of Innovation on Consumer Behaviour

6 . Course Information

6 . 1 . 1 Course Syllabus

**Objectives: To enable students Title of the
Course :** CONSUMER BEHAVIOR

Subject Code : 18MBAMM301

Module 1

Introduction to the study of Consumer Behaviour :

Meaning & Definition of Consumer Behaviour , Difference between consumer & Customer, Nature & characteristics of Indian Consumers, Consumerism: meaning, Consumer Movement in India, Rights & Responsibilities of consumers in India, Benefits of consumerism

Module 2

Models of Consumer Behaviour :

Input-Process-Output Model, Nicosia Model, Howard Sheth Model, Engel-Kollat-Blackwell Models of Consumer Behaviour, Internal Influences, External Influences

Consumer Decision Making :

Consumer Buying Decision Process, Levels of Consumer Decision Making , Four views of consumer decision making, On-line Decision Making: Meaning & Process/Stages, Situational Influences- Nature of Situational Influence, Situational Characteristics and consumption behaviour

Module 3

Individual Influences on Consumer Behaviour and CRM :

Motivation: Basics of Motivation, Needs, Goals, Positive & Negative Motivation, Rational Vs Emotional motives, Motivation Process, Arousal of motives, Selection of goals, Motivation Theories and Marketing Strategy - Maslow's Hierarchy of Needs, McGuire's Psychological Motives (Cognitive Preservation Motives, Cognitive Growth Motives, Affective Preservation Motives, Affective Growth Motives)

Personality :

Basics of Personality, Theories of Personality and Marketing Strategy (Freudian Theory, Neo-Freudian Theory, Trait Theory), Applications of Personality concepts in Marketing, Personality and understanding consumer diversity, Brand Personality, Self and Self-Image

Perception :

Basics of Perception & Marketing implications, Elements of Perception, Dynamics of Perception, Influence of perception on CB, Consumer Imagery, Perceived price, Perceived quality, price/quality relationship, Perceived Risk, Types of risk, How to consumers'handle risk

Module 4

Individual Influences on Consumer Behaviour :

Learning: Elements of Consumer Learning, Marketing Applications of Behavioural Learning Theories, Classical Conditioning , Pavlovian Model, Neo-Pavlovian Model, Instrumental Conditioning

Attitude :

Basics of attitude, the nature of attitude, Models of Attitude and Marketing Implication, (Tri-component Model of attitude, Multi attribute attitude models, Elaboration Likelihood Model)

Persuasive Communication :

Communications strategy, Target Audience, Media Strategy, Message strategies, Message structure and presentation

Module 5

External Influences on Consumer Behaviour :

Social Class:Social Class Basics, What is Social Class? Social class & Social status, the dynamics of status consumption, Features of Social Class, Five Social-Class Categories in India

Culture :

Basics, Meaning, Characteristics, Factors affecting culture, Role of customs, values and beliefs in Consumer Behaviou, Subculture: Meaning, Subculture division and consumption pattern in India, Types of subcultures, Cross Culture - Cross-cultural consumer analysis , Crosscultural marketing strategy: Cross-cultural marketing problems in India, Strategies to overcome cross-cultural problems

Groups :

Meaning and Nature of Groups, Types Family: The changing structure of family, Family decision making and consumption related roles, Dynamics of husband-wife decision making, The family life cycle & marketing strategy, Traditional family life cycle & marketing implications, Reference Groups: Understanding the power & benefits of reference groups, Factors that affect reference group influence, Types of reference group, Reference Group Appeals

Module 6

Consumer Influence and Diffusion of Innovations :

Opinion Leadership: Dynamics of opinion leadership process, Measurement of opinion leadership, Market Mavens, Opinion Leadership & Marketing Strategy, Creation of Opinion Leaders

6 . Course Information

6 . 1 . 2 Text Books and Reference Books

REFERENCE BOOKS :

1 . Consumer Behavior in Indian Perspective – Suja Nair, Himalaya Publications, 2015

2 . Consumer Behavior: Building Marketing Strategy – Del I. Hawkins, & Others, 11/e, TMH

3 . Consumer Behavior- Satish K. Batra& S H HKazmi, Excel Books.

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ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

6 . Course Information

6 . 2

Semester : 3   **Section :** FM   **Course :** CONSUMER BEHAVIOR

Period	Planned			Execution		
	Date	Topic	Source material to be referred	Date	Topic	Source material to be referred
1						
1	2019-08-26	Meaning & Definition of Consumer Behaviour	-	2019-08-26	Meaning & Definition of Consumer Behaviour	-
2	2019-08-26	Meaning & Definition of Consumer Behaviour	-	2019-08-26	Difference between consumer & Customer, Nature & characteristics of Indian Consumers, scope	-
3	2019-08-31	Difference between consumer & Customer	-	2019-08-31	Consumerism: meaning, Nature, Significance	-
4	2019-08-31	Difference between consumer & Customer	-	2019-08-31	Difference between consumer & Customer, Benefits of consumer	-
5	2019-09-07	Nature & characteristics of Indian Consumers	-	2019-09-04	Rights & Responsibilities of consumers in India	-
6	2019-09-07	Consumerism: meaning	-	2019-09-06	Consumerism: meaning	-
7	2019-09-09	Consumer Movement in India	-	2019-09-06	Consumer Movement in India	-
8	2019-09-09	Rights & Responsibilities of consumers in India	-	2019-09-07	Consumer Movement in India	-
9	2019-09-14	Benefits of consumerism	-	2019-09-07	Rights & Responsibilities of consumers in India, Different cases on rights of consumers was discussed along with various examples	-
2						
10	2019-09-16	Input-Process-Output Model, Nicosia Model	-	2019-09-12	Input-Process-Output Model, NicosiaModel	-
11	2019-09-16	Howard Sheth Model	-	2019-09-12	Engel-Kollat-Blackwell Models ofConsumer Behaviour	-
12	2019-09-21	Engel-Kollat-Blackwell Models of Consumer Behaviour	-	2019-09-12	Internal Influences, External Influences	-
13	2019-09-21	Internal Influences	-	2019-09-14	Input-Process-Output Model	-

14	2019-09-23	External Influences	-	2019-09-16	External Influences, Economic model of consumer behavior	-
15	2019-09-23	Consumer Buying Decision Process, Levels of Consumer Decision Making	-	2019-09-23	Consumer Buying Decision Process, Levelsof Consumer Decision Making, Consumer Buying Decision Process	Ref 1
16	2019-09-30	Four views of consumer decision making	-	2019-09-30	Four views of consumer decision making	-
17	2019-09-30	On-line Decision Making: Meaning & Process/Stages	-	2019-09-18	On-line Decision Making: Meaning & Process/Stages	Ref 1
18	2019-10-05	Situational Influences- Nature of Situational Influence	-	2019-09-30	Four views of consumer decision making, On-line Decision Making: Meaning & Process/Stages	Ref 1
19	2019-10-05	Situational Characteristics and consumption behaviour	-	2019-09-30	On-line Decision Making: Meaning & Process/Stages	-
3						
20	2019-10-12	Motivation: Basics of Motivation, Needs, Goals, Positive & Negative Motivation	-	2019-09-30	On-line Decision Making: Meaning & Process/Stages	-
21	2019-10-12	Rational Vs Emotional motives, Motivation Process, Arousal of motives	-	2019-09-30	On-line Decision Making: Meaning & Process/Stages	Ref 1
22	2019-10-14	Selection of goals, Motivation Theories and Marketing Strategy - Maslow's Hierarchy of Needs, McGuire's Psychological Motives (Cognitive Preservation Motives	-	2019-10-05	Situational Influences- Nature of Situational Influence, Situational Influences- Nature of Situational Influence	Ref 1
23	2019-10-14	Cognitive Growth Motives, Affective Preservation Motives, Affective Growth Motives)	-	2019-10-05	Situational Influences- Nature of Situational Influence, SituationalCharacteristics and consumption behaviour	Ref 1
24	2019-10-19	Basics of Personality, Theories of Personality and Marketing Strategy (Freudian Theory	-	2019-10-05	SituationalCharacteristics and consumption behaviour, On-line Decision Making: Meaning & Process/Stages	Ref 1
25	2019-10-19	Neo-Freudian Theory, Trait Theory)	-	2019-10-12	Motivation: Basics of Motivation, Goals, Positive & Negative Motivation	Ref 1

26	2019-10-21	Applications of Personality concepts in Marketing, Personality and understanding consumer diversity	-	2019-10-12	Motivation: Basics of Motivation, Needs, Goals, Positive & Negative Motivation	Ref 1
27	2019-10-21	Brand Personality, Self and Self-Image	-	2019-10-12	Rational Vs Emotional motives, Motivation Process, Arousal of motives	-
28	2019-10-26	Basics of Perception & Marketing implications, Elements of Perception, Dynamics of Perception	-	2019-10-12	Rational Vs Emotional motives, Motivation Process, Arousal of motives, Motivation Process	Ref 1
29	2019-10-26	Influence of perception on CB, Consumer Imagery, Perceived price	-	2019-10-12	Rational Vs Emotional motives, Motivation Process, Arousal of motives	Ref 1
30	2019-11-02	Perceived quality, price/ quality relationship, Perceived Risk	-	2019-10-14	Selection of goals, Motivation Theories and Marketing Strategy - Maslow's Hierarchy of Needs, McGuire's Psychological Motives (Cognitive Preservation Motives	-
31	2019-11-02	Types of risk, How to consumers'handle risk	-	2019-10-14	Cognitive Growth Motives, Affective Preservation Motives, Affective Growth Motives)	-
		4				
32	2019-11-04	Learning: Elements of Consumer Learning, Marketing Applications of Behavioural Learning Theories	-	2019-10-19	Basics of Personality, Theories of Personality and Marketing Strategy (Freudian Theory	-
33	2019-11-04	Classical Conditioning , Pavlovian Model	-	2019-10-19	Neo-Freudian Theory, Trait Theory)	-
34	2019-11-09	Neo-Pavlovian Model	-	2019-10-21	Applications of Personality concepts in Marketing, Personality and understanding consumer diversity	-
35	2019-11-09	Instrumental Conditioning	-	2019-10-21	Brand Personality, Self and Self-Image	-
36	2019-11-11	Basics of attitude, the nature of attitude	-	2019-10-26	Basics of Perception & Marketing implications, Elements ofPerception, Dynamics of Perception	-

37	2019-11-11	Models of Attitude and Marketing Implication, (Tri-component Model of attitude	-	2019-10-26	Influence of perception on CB, Consumer Imagery, Perceived price	-
38	2019-11-16	Multi attribute attitude models	-	2019-11-02	Perceived quality, price/ qualityrelationship, Perceived Risk	-
39	2019-11-16	Elaboration Likelihood Model)	-	2019-11-02	Types of risk, How to consumers'handle risk	-
40	2019-11-18	Communications strategy, Target Audience	-	2019-11-04	Learning: Elements of Consumer Learning, Marketing Applications ofBehavioural Learning Theories	-
41	2019-11-18	Media Strategy	-	2019-11-04	Classical Conditioning, Pavlovian Model	-
42	2019-11-23	Message strategies	-	2019-11-09	Neo-Pavlovian Model	-
43	2019-11-23	Message structure and presentation	-	2019-11-09	Instrumental Conditioning	-
			5			
44	2019-11-25	Social Class:Social Class Basics, What is Social Class? Social class & Social status	-	2019-11-11	Basics of attitude, the nature of attitude	-
45	2019-11-25	the dynamics of status consumption	-	2019-11-11	Models of Attitude andMarketing Implication, (Tri-component Model of attitude	-
46	2019-11-30	Features of Social Class	-	2019-11-16	Multi attributeattitude models	-
47	2019-11-30	Five Social-Class Categories in India	-	2019-11-16	Elaboration Likelihood Model)	-
48	2019-12-02	Basics, Meaning, Characteristics	-	2019-11-18	Communications strategy, TargetAudience	-
49	2019-12-02	Factors affecting culture, Role of customs, values and beliefs in Consumer Behaviou	-	2019-11-18	Media Strategy	-
50	2019-12-02	Subculture: Meaning, Subculture division and consumption pattern in India, Types of subcultures	-	2019-11-23	Message strategies	-
51	2019-12-02	Cross Culture - Cross-cultural consumer analysis , Crosscultural marketing strategy: Cross-cultural marketing problems in India, Strategies to overcome cross-cultural problems	-	2019-11-23	Message structure andpresentation	-

52	2019-12-02	Meaning and Nature of Groups, Types Family: The changing structure of family, Family decision making and consumption related roles	-	2019-11-25	Social Class:Social Class Basics, What is Social Class? Social class &Social status	-
53	2019-12-02	Dynamics of husband-wife decision making, The family life cycle & marketing strategy, Traditional family life cycle & marketing implications	-	2019-11-25	the dynamics of status consumption	-
54	2019-12-02	Reference Groups: Understanding the power & benefits of reference groups, Factors that affect reference group influence	-	2019-11-30	Features of Social Class	-
55	2019-12-02	Types of reference group, Reference Group Appeals	-	-	-	
6						
56	2019-12-02	Opinion Leadership: Dynamics of opinion leadership process	-	-	-	
57	2019-12-02	Measurement of opinion leadership	-	-	-	
58	2019-12-02	Market Mavens	-	-	-	
59	2019-12-02	Opinion Leadership & Marketing Strategy	-	-	-	
60	2019-12-02	Creation of Opinion Leaders	-	-	-	
61	2019-12-02	Diffusion of Innovations: Diffusion Process (Innovation, Communication channels	-	-	-	
62	2019-12-02	Social System, Time) Adoption Process: Stages	-	-	-	
63	2019-12-02	categories of adopters Post Purchase Processes: Post Purchase Processes, Customer Satisfaction	-	-	-	
64	2019-12-02	and customer commitment: Post purchase dissonance, Product use and non use	-	-	-	
65	2019-12-02	Disposition, Product disposition	-	-	-	

6 . Course Information

6 . 2 . 1 Compliance Report

Semester : 3   **Section :** FM   **Course :** CONSUMER BEHAVIOR

Module No.	# of Classes Planned(till date)	Planned Effort(till date)	# of Classes Executed(till date)	Actual Efforts(till date)	% Coverage
1	9	7hrs 30min	9	7hrs 30min	100.0
2	15	12hrs 30min	15	12hrs 30min	100.0
3	15	12hrs 30min	15	12hrs 30min	100.0
4	12	10hrs 0min	12	10hrs 0min	100.0
5	12	10hrs 0min	3	2hrs 30min	25.0
6	10	8hrs 20min	0	0hrs 0min	0.0

HOD

6 . Course Information

6 . 2 . 2 CO PO Mapping

Slight (Low) = 1 ,   Moderate (Medium) = 2 ,   Substantial (High) = 3 .

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1					
CO 2					
CO 3					

HOD

6 . Course

6 . 2 . 3 CO-PSO Mapping

Slight (Low) = 1 ,   Moderate (Medium) = 2 ,   Substantial (High) = 3 .

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1					
CO 2					
CO 3					

HOD

6 . Course Information

6 . 3 Other Assessment

ASSIGNMENT

: CONSUMER BEHAVIOR   **: 18MBAMM301**

# : 1	: 5
: 2019-11-18	: 2019-12-05
: 2	: Understand
: Question	

# : 2	: 5
: 2019-11-18	: 2019-12-05
: 2	: Understand
: Survey	

SEMINAR/PRESENTATION

: CONSUMER BEHAVIOR   **: 18MBAMM301**

1	: 5
2019-11-19	: 2
: Understand	
: Various Topics	

USN	Name	Assignment 1	Assignment 2	Seminar/presentation 1
4AL18MBA01	AR PAVITHRA	5	-	5
4AL18MBA02	ABHISHEK H D	5	-	5
4AL18MBA03	ACHARYA ROOPESH RAMACHANDRA	5	-	5
4AL18MBA04	ADARSH D	5	-	5
4AL18MBA05	AFNAN AHMED SHEIKH	5	-	5
4AL18MBA08	ANJALY ANIRUDHAN	5	-	5
4AL18MBA10	ARCHANA	5	-	5
4AL18MBA11	ASHWATH H D	5	-	5
4AL18MBA12	ASHWINI ASHOK NAIK	5	-	5
4AL18MBA13	ASHWITHA	5	-	5
4AL18MBA14	BASAVADARSHAN G N	5	-	5
4AL18MBA15	BHARATH M	5	-	5
4AL18MBA16	Chandrakantha	5	-	5
4AL18MBA17	DEEKSHA S HEGDE	5	-	5
4AL18MBA18	DEEKSHITH KUMAR	5	-	5
4AL18MBA20	DEEPIKA M	5	-	5
4AL18MBA22	DHANUSH	5	-	5
4AL18MBA23	DHEERAJ	5	-	5
4AL18MBA24	GEETHA	5	-	5
4AL18MBA27	HARI KRISHNAN	5	-	5
4AL18MBA28	HARSHITA GOUDAR	5	-	5
4AL18MBA29	HEMANTHA MANJUNATHA NAIK	5	-	5

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USN	Name	Assignment 1	Assignment 2	Seminar/presentation 1
4AL18MBA30	HEMAPRASADA T	5	-	5
4AL18MBA32	JOVITA NORONHA	5	-	5
4AL18MBA33	JYOTHI	5	-	5
4AL18MBA34	K NIKHIL	5	-	5
4AL18MBA38	MADHURA MANJUNATHA SHETTY	5	-	5
4AL18MBA39	MAHENDRA GM	5	-	5
4AL18MBA40	MANISH K SHETTY	5	-	5
4AL18MBA41	MANJUNATHA	5	-	-
4AL18MBA43	NAGARAJ PRABAKAR SHETTI	5	-	-
4AL18MBA45	NANDISH N	5	-	-
4AL18MBA49	PRAKHYATH B	5	-	-
4AL18MBA50	PRAKYATH SHETTY N	5	-	-
4AL18MBA51	PRAMOD BHAT	5	-	-
4AL18MBA52	PRAVEEN B JALI	5	-	-
4AL18MBA54	RAJESHA T	5	-	-
4AL18MBA57	RAMYA K	5	-	-
4AL18MBA58	RATHAN B N	5	-	-
4AL18MBA59	ROLWIN WILSTON CARLO	5	-	-
4AL18MBA62	SAMAD	5	-	-
4AL18MBA63	SAMPATH	5	-	-
4AL18MBA66	SEEMA H K	5	-	-
4AL18MBA67	SHARATH NAYAK	5	-	-

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USN	Name	Assignment 1	Assignment 2	Seminar/presentation 1
4AL18MBA69	SHRADDHA C SHETTY	5	-	-
4AL18MBA70	SHREYA JAIN	5	-	-
4AL18MBA71	SHREYAS R	5	-	-
4AL18MBA74	SPOORTHI R	5	-	-
4AL18MBA76	SUBHIKSHA JAIN	5	-	-
4AL18MBA77	SUBRAHMANYA MADEV HEGDE	5	-	-
4AL18MBA78	SUDHAKAR N	5	-	-
4AL18MBA79	SUKSHITHA	5	-	-
4AL18MBA80	SUNIL KUMAR BV	5	-	-
4AL18MBA81	SUPRIYA ANNAYYA NAIK	5	-	-
4AL18MBA82	SUSHMITHA D	5	-	-
4AL18MBA84	SUSHMITHA M	5	-	-
4AL18MBA85	SWAROOP RENJALA	5	-	-
4AL18MBA86	VIDYA T	5	-	-
4AL18MBA87	VIDYASHREE	5	-	-
4AL18MBA88	VIJAYA KUMAR A	5	-	-

HOD

6 . Course Information

6 . 4 Internal Assessment

Internal : 1

Semester:3-Scheme 2018   Date : 20/09/2019

Subject : CONSUMER BEHAVIOR (18MBAMM301)   Time : 15:00 - 16:30

Faculty : Priya Jyothi Sequeira   Max Marks: 50

		Part A			
		Answer any 2 questions			
1	a	Define Consumer Behaviour?	3	1	L2
1	b	Describe the benefits of 'Consumerism'?	7	1	L2
1	c	Write a Short note on 'Consumer Movement in India'?	10	1	L2
2	a	Differenciate between Consumer and Customer?	3	1	L2
2	b	Explain 3 levels of Decision Making Process ?	7	2	L2
2	c	Explain Input- Process- Output Model of Consumer Behaviour with an example .	10	2	L2
3	a	What do you mean by 'Refference Group'. Give example.	3	2	L2
3	b	Explain 'Nicosia Model'	7	2	L2
3	c	Write briefly about Howard Sheth Model	10	2	L2
		Part B			
		Answer all questions			
4		Case Study: Martin Incorporation was involved in the cosmetics and perfume business. The company was following the product concept of marketing and catered only to their existing customers, while paying no attention to the changing needs and demands of the consumers. A marketing graduate named Ash, joined the company and advised the company about necessary changes that must be made in the product on the basis of changing taste and preferences of consumers to successfully sell the companies product. Mr. Ash modernised the products and spent about 30 lakhs on packaging etc. On the basis of relevant income and social factors that affect the consumers. The product manager and assistant manager were not happy with the efforts made by Mr. Ash as even after 6 months of implementation of suggested changes the company was not able to achieve effective growth in sales. Questions: 1). Do you agree with the Product Manager, and	10	2	L3

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			Why? 2).What are the various factors(Internal and external) , could have been considered ? Elaborate in detail .			

			Q1			Q2			Q3			Q4		
			a	b	c	a	b	c	a	b	c			
4AL18MBA04	ADARSH D	P	3	7	9	3	3	9	0	0	0	7	41	Apply
4AL18MBA40	MANISH K SHETTY	P	1	6	9	3	6	8.5	0	0	0	5	38.5	Apply
4AL18MBA27	HARI KRISHNAN	P	3	7	9	3	7	9.5	0	0	0	5.5	44	Apply
4AL18MBA54	RAJESHA T	P	2	3	6	0	2	2	0	0	0	4	19	Understand
4AL18MBA79	SUKSHITHA	P	0	0	0	3	2	4	2.5	0	6	7	24.5	Apply
4AL18MBA69	SHRADDHA C SHETTY	P	2.5	6.5	7.5	3	7	9	0	0	0	5	40.5	Apply
4AL18MBA32	JOVITA NORONHA	P	3	7	9	2.5	6	10	0	0	0	9	46.5	Apply
4AL18MBA77	SUBRAHMANYA MADEV HEGDE	P	2	4	4	3	3	3	0	0	0	6	25	Apply
4AL18MBA15	BHARATH M	P	1	0	6	3	0	0	0	0	0	9	19	Apply
4AL18MBA85	SWAROOP RENJALA	P	2	6.5	7.5	3	6	8.5	0	0	0	7.5	41	Apply
4AL18MBA59	ROLWIN WILSTON CARLO	P	3	7	9	3	7	8	0	0	0	6	43	Apply
4AL18MBA12	ASHWINI ASHOK NAIK	P	3	5	7	2.5	5	4	0	0	0	6.5	33	Apply
4AL18MBA66	SEEMA H K	P	3	3	7	2	0	9	0	0	0	3	27	Understand
4AL18MBA67	SHARATH NAYAK	P	1.5	3.5	7.5	3	7	2	0	0	0	5.5	30	Apply
4AL18MBA20	DEEPIKA M	P	2.5	7	9.5	3	7	9	0	0	0	8.5	46.5	Apply
4AL18MBA62	SAMAD	P	1.5	6	9	0	0	0	1	6	8.5	7.5	39.5	Apply
4AL18MBA78	SUDHAKAR N	P	2	1	6	0	2	8	0	0	0	3	22	Understand
4AL18MBA30	HEMAPRASADA T	P	0	0	0	2.5	5.5	7	3	2.5	7	5.5	33	Apply
4AL18MBA57	RAMYA K	P	2.5	7	9	0	0	0	3	6.5	9.5	7.5	45	Apply
4AL18MBA86	VIDYA T	P	2	6	5	3	3	8.5	0	0	0	6.5	34	Apply
4AL18MBA87	VIDYASHREE	P	2.5	7	8	3	3.5	3	0	0	0	8.5	35.5	Apply
4AL18MBA84	SUSHMITHA M	P	3	6	6	3	3	9	0	0	0	7	37	Apply
4AL18MBA76	SUBHIKSHA JAIN	P	1	7	9	2	6	7	0	0	0	6	38	Apply
4AL18MBA08	ANJALY ANIRUDHAN	P	2.5	6.5	9	3	3	9	0	0	0	6	39	Apply
4AL18MBA51	PRAMOD BHAT	P	1	0	2	0	0	0	0	0	0	3	6	No Level
4AL18MBA02	ABHISHEK H D	P	1	4	7	3	3	8	0	0	0	6	32	Apply
4AL18MBA03	ACHARYA ROOPESH RAMACHANDRA	P	2	6.5	0	3	0	1	0	0	0	5.5	18	Apply
4AL18MBA01	AR PAVITHRA	P	1	7	9	3	0	9	0	0	0	4	33	Understand
4AL18MBA33	JYOTHI	P	3	6	6	3	3	3	0	0	0	0	24	Understand

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			Q1			Q2			Q3			Q4		
			a	b	c	a	b	c	a	b	c			
4AL18MBA74	SPOORTHI R	P	3	7	9	3	0	8	0	0	0	5	35	Apply
4AL18MBA05	AFNAN AHMED SHEIKH	P	3	7	7	0	0	0	3	0	8	5	33	Apply
4AL18MBA13	ASHWITHA	P	1	7	8	2.5	6.5	8	0	0	0	6	39	Apply
4AL18MBA52	PRAVEEN B JALI	P	0	6	8	3	5.5	0	0	0	0	4	26.5	Understand
4AL18MBA14	BASAVADARSHAN G N	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA16	Chandrakantha	P	3	6.5	7	3	3.5	7	0	0	0	6.5	36.5	Apply
4AL18MBA17	DEEKSHA S HEGDE	P	2.5	7	9	2.5	6	8	0	0	0	5.5	40.5	Apply
4AL18MBA43	NAGARAJ PRABAKAR SHETTI	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA82	SUSHMITHA D	P	2.5	6.5	6	3	1.5	7	0	0	0	8	34.5	Apply
4AL18MBA45	NANDISH N	P	1	5	5	0	0	0	2	5	7	5	30	Apply
4AL18MBA81	SUPRIYA ANNAYYA NAIK	P	2	6.5	6.5	3	6.5	8.5	0	0	0	7	40	Apply
4AL18MBA34	K NIKHIL	P	1	6.5	8.5	3	6	7	0	0	0	5	37	Apply
4AL18MBA70	SHREYA JAIN	P	0	7	7	3	5	9	0	0	0	3	34	Understand
4AL18MBA18	DEEKSHITH KUMAR	P	2.5	5	7.5	2	3	9	0	0	0	8	37	Apply
4AL18MBA24	GEETHA	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA29	HEMANTHA MANJUNATHA NAIK	P	2	5	4	3	3	9	0	0	0	4	30	Understand
4AL18MBA41	MANJUNATHA	P	1.5	4.5	8	1.5	3	7	0	0	0	4.5	30	Understand
4AL18MBA11	ASHWATH H D	P	3	4	8	3	3	4	0	0	0	4	29	Understand
4AL18MBA49	PRAKHYATH B	P	1	5	7	0.5	6	6	0	0	0	2.5	28	Understand
4AL18MBA28	HARSHITA GOUDAR	P	3	7	9	3	3	8.5	0	0	0	7.5	41	Apply
4AL18MBA10	ARCHANA	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA22	DHANUSH	P	2	7	10	3	6	9	0	0	0	7	44	Apply
4AL18MBA23	DHEERAJ	P	1	6	5	1	0	5	0	0	0	8	26	Apply
4AL18MBA63	SAMPATH	P	2	5	5	3	3	7	0	0	0	4	29	Understand
4AL18MBA88	VIJAYA KUMAR A	P	1	1	0	2.5	0	1	0	0	0	3.5	9	Understand
4AL18MBA71	SHREYAS R	P	2.5	5	9	3	7	8	0	0	0	6.5	41	Apply
4AL18MBA39	MAHENDRA GM	P	1	6	5	3	3	9	0	0	0	5	32	Apply
4AL18MBA80	SUNIL KUMAR BV	P	1	6.5	6.5	3	3	3	0	0	0	6	29	Apply
4AL18MBA50	PRAKYATH SHETTY N	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA38	MADHURA MANJUNATHA SHETTY	P	2	5	4	0	0	0	0	4	6	8	29	Apply
4AL18MBA58	RATHAN B N	P	2	6	7	3	2	7	0	0	0	6	33	Apply

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Internal : 2

Semester:3-Scheme 2018

Date : 25/10/2019

Subject : CONSUMER BEHAVIOR (18MBAMM301)

Time : 15:00 - 16:00

Faculty : Priya Jyothi Sequeira

Max Marks: 50

		Part A			
		Answer any 2 questions			
1	a	What is JND ? Explain with an example?	3	1	L2
1	b	Explain types of Motivation	7	2	L2
1	c	Explain Maslow's Need theory with proper examples	10	1	L2
2	a	What is Brand Personality? Give examples	3	1	L2
2	b	Explain Freduian Theory	7	1	L2
2	c	Explain how Personlaity influences conusmer behaviour	10	1	L2
3	a	What is consumer Imagery. What are the different way consmer percive the products and brands	3	2	L2
3	b	Write a note on elements of Perception	7	1	L2
3	c	Explain dynamics of perception in detail	10	2	L2
		Part B			
		Answer all questions			
4		Case Study on Mc Donald's Corporation Mc. Donald's corporation is the World's largest chain of hamburger fast restaurants, serving nearly 52 million customers daily. Each McDonald's restaurants is operated by a franchise and affiliate or the corporation itself. Mc. Donald's operates over 31,000 restaurants worldwide, employing more than 15 million people. Most restaurants offer both counter service and drive through service with indoor and some time outdoor seating. Some outlets feature large indoor or outdoor playgrounds with re-designed interiors in golden yellow, equipped with hanging lights. The restaurant will sport a new design with less plastic and more brick and mood and offer armchairs, sofas, Wifi connection and counters. Plasma TV's will offer news and weather reports, 'flexible' zone will be targeted at families and will have booths well fabric cushion with colorful patterns and flexible seating. Questions: How has the company gained consumer insights? (3) How has McDonald's created service	10	1	L2

differentiation?(3) "To attract Indian customer', what strategy need to be opted by Mc. Donald's? (4)

			Q1			Q2			Q3			Q4		
			a	b	c	a	b	c	a	b	c			
4AL18MBA04	ADARSH D	P	2.5	6.5	9	0	0	0	2.5	6.5	8	6.5	41.5	Understand
4AL18MBA40	MANISH K SHETTY	P	2.5	6.5	8.5	2.5	2.5	6	0	0	0	6.5	35	Understand
4AL18MBA27	HARI KRISHNAN	P	2.5	7	9	0	0	0	2.5	6	8.5	6.5	42	Understand
4AL18MBA54	RAJESHA T	P	2	5	7.5	0	0	0	2.5	4	6.5	6	33.5	Understand
4AL18MBA79	SUKSHITHA	P	3	7	9	3	6.5	3	0	0	0	7	38.5	Understand
4AL18MBA69	SHRADDHA C SHETTY	P	0	6.5	8	0	0	0	2	6	7.5	5	35	Understand
4AL18MBA32	JOVITA NORONHA	P	2.5	6.5	9.5	0	0	0	3	6.5	6	8	42	Understand
4AL18MBA77	SUBRAHMANYA MADEV HEGDE	P	0	5.5	7	3	3	3	0	0	0	6	27.5	Understand
4AL18MBA15	BHARATH M	P	2.5	6	8	0	0	0	1.5	6.5	6	4	34.5	Understand
4AL18MBA85	SWAROOP RENJALA	P	2.5	6.5	8.5	0	0	0	2.5	6.5	6.5	5	38	Understand
4AL18MBA59	ROLWIN WILSTON CARLO	P	3	7	9	3	6.5	7	0	0	0	8	43.5	Understand
4AL18MBA12	ASHWINI ASHOK NAIK	P	0	6.5	8	2.5	6.5	3.5	0	0	0	8	35	Understand
4AL18MBA66	SEEMA H K	P	2.5	6.5	8	0	0	0	2.5	4	7	8	38.5	Understand
4AL18MBA67	SHARATH NAYAK	P	1	6.5	9	0	0	0	2	2.5	7	6.5	34.5	Understand
4AL18MBA20	DEEPIKA M	P	1	6.5	8	0	0	0	2	6.5	8.5	5	37.5	Understand
4AL18MBA62	SAMAD	P	2.5	7	8	0	0	0	2.5	6	8	8	42	Understand
4AL18MBA78	SUDHAKAR N	P	2.5	6	8	2	6	2.5	0	0	0	7	34	Understand
4AL18MBA30	HEMAPRASADA T	P	2.5	6.5	8.5	0	0	0	1.5	5.5	6.5	4	35	Understand
4AL18MBA57	RAMYA K	P	2.5	7	8.5	0	0	0	3	6.5	9	6.5	43	Understand
4AL18MBA86	VIDYA T	P	2	3	8.5	3	6.5	3	0	0	0	6.5	32.5	Understand
4AL18MBA87	VIDYASHREE	P	2.5	6.5	8	0	0	0	3	6.5	8	6	40.5	Understand
4AL18MBA84	SUSHMITHA M	P	1.5	6	9	0	0	0	2.5	4	6	6.5	35.5	Understand
4AL18MBA76	SUBHIKSHA JAIN	P	2.5	6	8	2.5	6	4	0	0	0	4.5	33.5	Understand
4AL18MBA08	ANJALY ANIRUDHAN	P	2.5	6.5	8.5	0	0	0	2.5	6.5	7	6.5	40	Understand
4AL18MBA51	PRAMOD BHAT	P	2	5	7	0	0	0	2	4	6	5	31	Understand
4AL18MBA02	ABHISHEK H D	P	2	6	8.5	0	0	0	2	3	7	6	34.5	Understand
4AL18MBA03	ACHARYA ROOPESH RAMACHANDRA	P	2.5	6.5	8.5	0	0	0	2.5	6	8	4.5	38.5	Understand
4AL18MBA01	AR PAVITHRA	P	3	7	9	2.5	6.5	0	0	0	0	7	35	Understand
4AL18MBA33	JYOTHI	P	2.5	6.5	8.5	0	0	0	3	6	4	5.5	36	Understand

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

			Q1			Q2			Q3			Q4			
			a	b	c	a	b	c	a	b	c				
4AL18MBA74	SPOORTHI R	P	2	7	9	2.5	3.5	0	0	0	0	7	31	Understand
4AL18MBA05	AFNAN AHMED SHEIKH	P	2.5	6.5	8.5	0	0	0	2.5	6.5	7	5	38.5	Understand
4AL18MBA13	ASHWITHA	P	0	6.5	9	0	0	0	1.5	3	7	4	31	Understand
4AL18MBA52	PRAVEEN B JALI	P	1.5	6.5	2	0	0	0	0	0	0	0	10	Understand
4AL18MBA14	BASAVADARSHAN G N	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA16	Chandrakantha	P	2	6	7	0	0	0	1.5	6	8.5	6	37	Understand
4AL18MBA17	DEEKSHA S HEGDE	P	2	6.5	8.5	0	0	0	2.5	6.5	7.5	5	38.5	Understand
4AL18MBA43	NAGARAJ PRABAKAR SHETTI	P	1.5	4	6.5	0	0	0	1.5	2	4	6.5	26	Understand
4AL18MBA82	SUSHMITHA D	P	1.5	6.5	8.5	1.5	5	4	0	0	0	6	33	Understand
4AL18MBA45	NANDISH N	P	0	5.5	7	0	0	0	0	3	7	6	28.5	Understand
4AL18MBA81	SUPRIYA ANNAYYA NAIK	P	2	3	8.5	2.5	6.5	3.5	0	0	0	7	33	Understand
4AL18MBA34	K NIKHIL	P	0	6	8.5	0	0	0	1.5	2	7.5	6	31.5	Understand
4AL18MBA70	SHREYA JAIN	P	2	6.5	9	2.5	3	0	0	0	0	7	30	Understand
4AL18MBA18	DEEKSHITH KUMAR	P	2.5	6	8.5	0	0	0	2.5	6.5	7	7	40	Understand
4AL18MBA24	GEETHA	P	3	6.5	8.5	2.5	6.5	8.5	0	0	0	5.5	41	Understand
4AL18MBA29	HEMANTHA MANJUNATHA NAIK	P	2.5	6	8	0	6.5	8.5	2	6.5	7.5	5	37.5	Understand
4AL18MBA41	MANJUNATHA	P	2.5	5.5	7	0	0	0	2.5	5	7.5	6	36	Understand
4AL18MBA11	ASHWATH H D	P	2	6.5	8.5	2.5	5.5	2.5	0	0	0	5	32.5	Understand
4AL18MBA49	PRAKHYATH B	P	2	6.5	8.5	0	0	0	2.5	6	3	2.5	31	Understand
4AL18MBA28	HARSHITA GOUDAR	P	3	6.5	8.5	0	0	0	2.5	6.5	7.5	7	41.5	Understand
4AL18MBA10	ARCHANA	P	2	6.5	8.5	2.5	6.5	8.5	0	0	0	7	41.5	Understand
4AL18MBA22	DHANUSH	P	2.5	6.5	9	0	0	0	2.5	6	9	7	42.5	Understand
4AL18MBA23	DHEERAJ	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA63	SAMPATH	P	0	6	7	0	0	0	1.5	5.5	6	3.5	29.5	Understand
4AL18MBA88	VIJAYA KUMAR A	P	2.5	6	7	0	0	0	1	4	6	7	33.5	Understand
4AL18MBA71	SHREYAS R	P	2	6.5	8.5	2.5	6.5	8.5	0	0	0	6.5	41	Understand
4AL18MBA39	MAHENDRA GM	P	0	6.5	8.5	0	6	0	0	3	7.5	7	32.5	Understand
4AL18MBA80	SUNIL KUMAR BV	P	0	6	8	0	0	0	1	4	6.5	6	31.5	Understand
4AL18MBA50	PRAKYATH SHETTY N	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA38	MADHURA MANJUNATHA SHETTY	P	2.5	2.5	8.5	0	0	0	2.5	6.5	7	6	35.5	Understand
4AL18MBA58	RATHAN B N	P	2.5	6	8	0	0	0	2.5	4	4	5	32	Understand

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

Internal : 3

Semester:3-Scheme 2018

Date : 03/12/2019

Subject : CONSUMER BEHAVIOR (18MBAMM301)

Time : 15:00 - 16:30

Faculty : Priya Jyothi Sequeira

Max Marks: 50

		Part A			
		Answer any 2 questions			
1	a	Explain Marketing Mavens	3	1	L2
1	b	Describe the different types of reference groups	7	1	L2
1	c	Explain the family life cycle and marketing strategies in detail	10	2	L2
2	a	What is Diffusion Process	3	1	L2
2	b	Give a brief account of stages in adoption process	7	1	L2
2	c	Describe the elements of diffusion of innovation in details	10	1	L2
3	a	What is Social Class	3	1	L2
3	b	Explain dynamics of Opinion leadership process	7	1	L2
3	c	Types of CRM strategies for building relationship marketing	10	1	L2
		Part B			
		Answer all questions			
4		Case Study: Rahul's Dream A store of home accessories after his father's death, Rahul returned to India and inherited a small (Rs. 10 lakhs annual sales) furniture manufacturing company. " Home Products Pvt. Ltd. " in Bangalore. The Company was manufacturing and selling at lower price, home furniture retailers. These people earned higher profit margins as compared to bigger competitors, who had to spend heavily on advertising and sales promotion. However, Rahul was more interested in opening a store to market home accessories. He wanted the store to be highly visible and known for its product range consisting of glass top tables with intricately carved teakwood base, well designed compact sofas and bed sets, designer candle stands, curio shelves, clothes hangers, etc. Rahul was willing to plough back his export earnings into his venture to make it a reality. He planned to start with a single store and then build a chain of such stores by the end of five years. The target market aimed for is the upper middle and upper class consumer. The location of the store is planned keeping in mind the preferences of the consumer, who prefers quiet locations to noisy shopping places. The	10	12	L3

price range between Rs. 3000 for a table to Rs. 55,000 for a leather upholstered sofa. Rahul is of the opinion that although customers are price conscious, being more aware of interior décor, would be willing to spend on home accessories just to "keep up the Joneses". A survey also indicated that word of mouth communication, more than advertisements in the mass media or direct mailers to prospective customers plays a key role in influencing consumers purchase decisions, especially in the case of home accessories. Questions Do you think reference group influence is relevant in this case. Explain with proper points (5) In your opinion, which reference group(s) can act as a spokesperson for the company.(5)

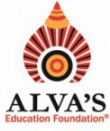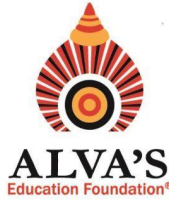|			Q1			Q2			Q3			Q4		
			a	b	c	a	b	c	a	b	c			
4AL18MBA04	ADARSH D	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA40	MANISH K SHETTY	P	3	6	9	2	7	9	0	0	0	8	44	Apply
4AL18MBA27	HARI KRISHNAN	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA54	RAJESHA T	P	2.5	4	6	0	0	0	1.5	4	6	8	32	Apply
4AL18MBA79	SUKSHITHA	P	2.5	6.5	8	2	6	9	0	0	0	1	35	Understand
4AL18MBA69	SHRADDHA C SHETTY	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA32	JOVITA NORONHA	P	2.5	7	9	2.5	7	8.5	0	0	0	9	45.5	Apply
4AL18MBA77	SUBRAHMANYA MADEV HEGDE	P	3	6.5	9	2	5	8	0	0	0	8	41.5	Apply
4AL18MBA15	BHARATH M	P	1	7	9	0	0	0	2	0	9	6	34	Apply
4AL18MBA85	SWAROOP RENJALA	P	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA59	ROLWIN WILSTON CARLO	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA12	ASHWINI ASHOK NAIK	P	2.5	6	7	1.5	6	6	0	0	0	6	35	Apply
4AL18MBA66	SEEMA H K	P	3	5	9	0	0	0	2	5	8.5	8	40.5	Apply
4AL18MBA67	SHARATH NAYAK	P	2	7	8	0	0	0	2.5	6	8	8	41.5	Apply
4AL18MBA20	DEEPIKA M	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA62	SAMAD	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA78	SUDHAKAR N	P	2.5	5	7	2	5	7	0	0	0	6	34.5	Apply
4AL18MBA30	HEMAPRASADA T	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA57	RAMYA K	P	1	6	9	1	6	8	0	0	0	7	38	Apply
4AL18MBA86	VIDYA T	P	1	5	8	2	6	6	0	0	0	7	35	Apply
4AL18MBA87	VIDYASHREE	P	2	5	9	2	7	7.5	0	0	0	6	38.5	Apply
4AL18MBA84	SUSHMITHA M	P	2.5	6	9	1	6	7	0	0	0	7	38.5	Apply

			Q1			Q2			Q3			Q4		
			a	b	c	a	b	c	a	b	c			
4AL18MBA76	SUBHIKSHA JAIN	P	2.5	7	9	2	7	7	0	0	0	8	42.5	Apply
4AL18MBA08	ANJALY ANIRUDHAN	P	0	0	0	2.5	7	9	3	7	9	8	45.5	Apply
4AL18MBA51	PRAMOD BHAT	P	2	5	8	0	0	0	2	4	7	6	34	Apply
4AL18MBA02	ABHISHEK H D	P	3	6	8	1	6	7	0	0	0	8	39	Apply
4AL18MBA03	ACHARYA ROOPESH RAMACHANDRA	P	2	6	9	2	6	8	0	0	0	8	41	Apply
4AL18MBA01	AR PAVITHRA	P	3	7	9	3	7	9	0	0	0	8	46	Apply
4AL18MBA33	JYOTHI	P	2.5	7	9	2.5	7	4	0	0	0	7	39	Apply
4AL18MBA74	SPOORTHI R	P	3	7	9	3	7	5	0	0	0	0	42	Understand
4AL18MBA05	AFNAN AHMED SHEIKH	P	2	6	9	2	6	7	0	0	0	7	39	Apply
4AL18MBA13	ASHWITHA	P	2.5	7	9	2	7	7	0	0	0	8	42.5	Apply
4AL18MBA52	PRAVEEN B JALI	P	2	2	9	2	6	8	0	0	0	4	33	Understand
4AL18MBA14	BASAVADARSHAN G N	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA16	Chandrakantha	P	2	6	7	2	2	2	0	0	0	0	21	Understand
4AL18MBA17	DEEKSHA S HEGDE	P	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA43	NAGARAJ PRABAKAR SHETTI	P	2	4	3	2	6	6	0	0	0	4	27	Understand
4AL18MBA82	SUSHMITHA D	P	2.5	6	9	0	0	0	1	6.5	6	7	38	Apply
4AL18MBA45	NANDISH N	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA81	SUPRIYA ANNAYYA NAIK	P	2	6	8	2.5	6	8	0	0	0	8	40.5	Apply
4AL18MBA34	K NIKHIL	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA70	SHREYA JAIN	P	2	0	9	0	0	0	0	0	0	0	11	Understand
4AL18MBA18	DEEKSHITH KUMAR	P	2	5	2	0	0	0	0	0	0	0	9	Understand
4AL18MBA24	GEETHA	P	2.5	7	9	2.5	6	4	0	0	0	7	38	Apply
4AL18MBA29	HEMANTHA MANJUNATHA NAIK	P	2	6	8	2	6	8	0	0	0	8	40	Apply
4AL18MBA41	MANJUNATHA	P	0	0	0	2	5	9	3	6	8	8	41	Apply
4AL18MBA11	ASHWATH H D	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA49	PRAKHYATH B	P	2	6	8	2	5	0	2	6	6	3	33	Understand
4AL18MBA28	HARSHITA GOUDAR	P	3	7	9	3	7	9	0	0	0	8	46	Apply
4AL18MBA10	ARCHANA	P	2	6	5	2	6	7	0	0	0	8	36	Apply
4AL18MBA22	DHANUSH	P	1	6	0	0	0	0	0	0	0	0	7	Understand
4AL18MBA23	DHEERAJ	P	0	0	0	1	4	6	1	3.5	5	4	24.5	Understand
4AL18MBA63	SAMPATH	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA88	VIJAYA KUMAR A	P	2	4	6	1	6	6	0	0	0	5	30	Apply
4AL18MBA71	SHREYAS R	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level

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Department of Master of Business Administration (MBA)

			Q1			Q2			Q3			Q4		
			a	b	c	a	b	c	a	b	c			
4AL18MBA39	MAHENDRA GM	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA80	SUNIL KUMAR BV	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA50	PRAKYATH SHETTY N	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA38	MADHURA MANJUNATHA SHETTY	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA58	RATHAN B N	P	1	3	3	1	2	1	0	0	0	8	19	Apply

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Master of Business Administration (MBA)

Course Name : SERVICES MARKETING **(** 18MBAMM303 **)**

Class : Semester 3 FM

Ms Priya Jyothi Sequeira
Assistant Professor,
2019-20

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

1 . Faculty Details

Name	:	Ms Priya Jyothi Sequeira
Qualification	:	Others
Department	:	MBA
Permanent Address	:	
Phone Number	:	8904142098
Email ID	:	priyakwt@gmail.com
Specimen Signature	:	_____

HOD

2 . Course Allotted

Allotted Duty	Course Title	Course Code
Theory 1	SERVICES MARKETING	18MBAMM303
Theory 2	MARKETING MANAGEMENT	18MBA15
Theory 3	CONSUMER BEHAVIOR	18MBAMM301

HOD

3 . Academic calendar 2019-20 (Semester 3)

Date	Day	Event
8 Aug 2019	THURSDAY	Term End Date
8 Aug 2019	THURSDAY	Commencement of 3rd semester MBA
12 Aug 2019	MONDAY	Bakrid
15 Aug 2019	THURSDAY	Independence Day
24 Aug 2019	SATURDAY	Janmashtami
2 Sep 2019	MONDAY	Ganesha Chaturthi
10 Sep 2019	TUESDAY	Moharam
19 Sep 2019	THURSDAY	Internal Assessment-I for 3rd semester MBA
20 Sep 2019	FRIDAY	Internal Assessment-I for 3rd semester MBA
21 Sep 2019	SATURDAY	Internal Assessment-I for 3rd semester MBA
28 Sep 2019	SATURDAY	Mahalaya Amavase
30 Sep 2019	MONDAY	Commencement of 1st semester MBA
1 Oct 2019	TUESDAY	Induction program for 1st semester MBA
2 Oct 2019	WEDNESDAY	Gandhi Jayanthi
2 Oct 2019	WEDNESDAY	Induction program for 1st semester MBA
3 Oct 2019	THURSDAY	Induction program for 1st semester MBA
4 Oct 2019	FRIDAY	Induction program for 1st semester MBA
5 Oct 2019	SATURDAY	Induction program for 1st semester MBA
7 Oct 2019	MONDAY	Ayudha Pooja
8 Oct 2019	TUESDAY	Vijayadashami
24 Oct 2019	THURSDAY	Internal assessment-II for 3rd semester MBA
25 Oct 2019	FRIDAY	Internal assessment-II for 3rd semester MBA
26 Oct 2019	SATURDAY	Internal assessment-II for 3rd semester MBA

Date	Day	Event
27 Oct 2019	SUNDAY	Naraka Chaturdashi
29 Oct 2019	TUESDAY	Balipadyami Diwali
1 Nov 2019	FRIDAY	Kannada Rajyotsava
10 Nov 2019	SUNDAY	Id- Milad
14 Nov 2019	THURSDAY	Internal Assessment-I for 1st semester MBA
15 Nov 2019	FRIDAY	Internal Assessment-I for 1st semester MBA
16 Nov 2019	SATURDAY	Internal Assessment-I for 1st semester MBA
26 Nov 2019	TUESDAY	Kanakadasa Jayanthi
2 Dec 2019	MONDAY	Internal assessment-III for 3rd semester MBA
3 Dec 2019	TUESDAY	Internal assessment-III for 3rd semester MBA
4 Dec 2019	WEDNESDAY	Internal assessment-III for 3rd semester MBA
5 Dec 2019	THURSDAY	Last Working Day for 3rd semester MBA
12 Dec 2019	THURSDAY	Internal assessment-II for 1st semester MBA
13 Dec 2019	FRIDAY	Internal assessment-II for 1st semester MBA
14 Dec 2019	SATURDAY	Internal assessment-II for 1st semester MBA
25 Dec 2019	WEDNESDAY	Christmas
11 Jan 2020	SATURDAY	Term not found

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

4 . Timetable

	1	**2**	**3**	**4**		**5**	**6**
	09:00 AM 09:50 AM	**09:50 AM 10:40 AM**	**11:00 AM 11:50 AM**	**11:50 AM 12:40 PM**	**12:40 PM 01:40 PM**	**01:40 PM 02:30 PM**	**02:30 PM 03:20 PM**
MON			MBA 18MBAMM301 / 18MBAMM301 MBA Semester 3 HM / FM			MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 HM / FM	MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 HM / FM
TUE	MBA 18MBA15 MBA Semester 1 B		MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 HM / FM	MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 FM / HM		MBA 18MBA15 MBA Semester 1 A	
WED		MBA 18MBAMM301 / 18MBAMM301 MBA Semester 3 HM / FM		MBA 18MBA15 MBA Semester 1 A		MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 HM / FM	
THU	MBA 18MBA15 MBA Semester 1 B		MBA 18MBAMM301 / 18MBAMM301 MBA Semester 3 HM / FM			MBA 18MBA15 MBA Semester 1 A	
FRI		MBA 18MBA15 MBA Semester 1 B		MBA 18MBA15 MBA Semester 1 A			MBA 18MBA15 MBA Semester 1 B
SAT	MBA 18MBAMM301 / 18MBAMM301 MBA Semester 3 FM / HM			MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 FM / HM			

HOD

5 . Department Details

5 . 1 Preliminary Information

PROGRAM OUTCOMES(PO's)

1. **Apply knowledge of management theories and practices to solve business problems :** Apply knowledge of management theories and practices to solve business problems.

2. **Foster Analytical and critical thinking abilities for data-based decision making :** Foster Analytical and critical thinking abilities for data-based decision making.

3. **Ability to develop Value based Leadership ability :** Ability to develop Value based Leadership ability

4. **Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business :** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business

5. **Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment :** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment

PROGRAM SPECIFIC OUTCOMES(PSO's)

PSO 1 : Graduates will be able to understand, analyze and work with financial data and provide desired solutions to the stakeholders

PSO 2 : Graduates will be able to use technology with use in their specific domain of expertise

PSO 3 : Graduates will be endowed with life long learning skills, critical thinking skills and research outlook

PSO 4 : Prepared graduates for entrepreneurship, ethical leadership and social value creation

PSO 5 : Developed graduates for corporate jobs with global outlook

HOD

6 . Course Information

6 . 1 Course Content

Title of the Course : SERVICES MARKETING

Semester : 3   **Academic Year : 2019-20**

Subject Code : 18MBAMM303	IA Marks : 40
Hours/week : 5	Total Hours : 56
Exam Hours : 3	Exam Marks : 60
Course Plan Author : Priya Jyothi Sequeira	Planned Date : 2019-10-15
Checked by : Dr Claret Mendonca	At the end of this course student will be able to : 2019-10-15

Objectives: To enable students

1 . To acquaint the students with the characteristics of services and their marketing implications.

2 . To discuss and conceptualizethe service quality, productivity in services, role of personnel in service marketing and to manage changes in the environment.

3 . To familiarize the students with the GAPS model and strategizing towards closing the GAPS for effective services marketing

Course Outcomes (COs) :

1 . Define concepts of Service Marketing and Models pertaining to Service Marketing

2 . Understanding Customer Expectation through Market Research

3 . Understanding Service Standards and Yield Management

4 . Apply Strategies for enhanced Customer Participation in Service

5 . Analyze effective Communication and Pricing Strategies in Service Marketing

6 . Understanding Physical evidence and Service scapes in Service Marketing

6 . Course Information

6 . 1 . 1 Course Syllabus

Objectives: To enable students Title of the Course : SERVICES MARKETING

Subject Code : 18MBAMM303

Module 1

Introduction to services :

Concepts, contribution and reasons for the growth of services sector, difference in goods and service in marketing, characteristics of services, concept of service marketing triangle, service marketing mix, GAP models of service quality

Consumer behaviour in services :

Search, Experience and Credence property, consumer expectation of services, two levels of expectation, Zone of tolerance, Factors influencing customer expectation of services, Customer perception of services-Factors that influence customer perception of service, Service encounters, Customer satisfaction, Strategies for influencing customer perception

Module 2

Understanding customer expectation through market research :

Key reasons for GAP 1, using marketing research to understand customer expectation, Types of service research, Building customer relationship through retention strategies , Relationship marketing, Evaluation Of customer relationships, Benefits of customer relationship, levels of retention strategies, Market segmentation, Basis & targeting in services

Module 3

Customer defined service standards :

"Hard" & "Soft" standards, challenges of matching supply & demand in capacity, four common types of constraints facing services, optimum v/s maximum use of capacity, strategies for matching capacity & demand, Yield management, balancing capacity utilization, pricing, Waiting line strategies, four basic Waiting line strategies, Leadership &Measurement system for market driven service performance, key reasons for GAP-2 service leadership, Creation of service vision and implementation, Service quality as profitstrategy, Role of service quality In offensive and defensive marketing

Module 4

Employee role in service designing :

Boundary spanning roles, Emotional labour, Source of conflict, Quality- productivity trade off, Strategies for closing GAP3, Customer's role in service deliver, Importance of customer & customer's role in service delivery, Strategies for enhancing-Customer participation, Delivery through intermediaries, Key intermediaries for service delivery, Intermediary control strategies

Module 5

Role of marketing communication :

Key reasons for GAP 4 involving communication, four categories of strategies to match service promises with delivery, Methodology to exceedcustomer expectation, Pricing of services, Role of price and value in provider GAP 4, Role of non-monitory cost, Price as an indicator of service quality , Approaches to pricing services, pricing strategies

Module 6

Physical evidence in services :

Importance of Physical Evidence, Elements of Physical Evidence, Physical Evidence Strategies, Guidelines for Physical Evidence

Service scapes :

Types of service scapes, Objective and Goals of services capes Role of services capes, Approaches for understanding service scapes effects, Frame work for understanding services capes & its effect on behaviour, Guidance for physical evidence strategies

6 . Course Information

6 . 1 . 2 Text Books and Reference Books

REFERENCE BOOKS :

1 . Services Marketing - RajendraNargundkar, 3/e, TMH, 2010

2 . Services Marketing - Hoffman & Bateson, 4/e, Cengage Learning-2007

3 . Services Marketing: Operation, Management and Strategy-Kenneth E Clow& David L. Kurtz, 2/e, Biztantra, 2007

HOD

6 . Course Information

6 . 2

Semester : 3   **Section :** FM   **Course :** SERVICES MARKETING

Period	Planned			Execution		
	Date	Topic	Source material to be referred	Date	Topic	Source material to be referred
1						
1	2019-08-14	Concepts, contribution and reasons for the growth of services sector	-	2019-08-14	Concepts, contribution and reasons for the growth of services sector	-
2	2019-08-14	difference in goods and service in marketing, characteristics of services	-	2019-08-14	difference in goods and service in marketing, characteristics of services	-
3	2019-08-19	concept of service marketing triangle, service marketing mix	-	2019-08-19	concept of service marketing triangle, service marketing mix	-
4	2019-08-19	GAP models of service quality	-	2019-08-19	GAP models of service quality	-
5	2019-08-21	Search, Experience and Credence property, consumer expectation of services	-	2019-08-21	Search, Experience and Credence property, consumer expectation of services	-
6	2019-08-21	two levels of expectation, Zone of tolerance, Factors influencing customer expectation of services	-	2019-08-21	two levels of expectation, Zone of tolerance, Factors influencing customer expectation of services	-
7	2019-08-26	Customer perception of services-Factors that influence customer perception of service, Service encounters	-	2019-08-26	Customer perception of services-Factors that influence customer perception of service, Service encounters	-
8	2019-08-26	Customer satisfaction, Strategies for influencing customer perception	-	2019-08-26	Customer satisfaction, Strategies for influencing customer perception	-
2						
9	2019-08-28	Key reasons for GAP 1	-	2019-09-04	using marketing research to understand customerexpectation	-
10	2019-08-28	Key reasons for GAP 1	-	2019-09-09	Building customer relationshipthrough retention strategies	-

11	2019-09-04	using marketing research to understand customer expectation	-	2019-09-09	Relationship marketing	-
12	2019-09-04	Types of service research	-	2019-09-11	Evaluation Ofcustomer relationships	-
13	2019-09-09	Building customer relationship through retention strategies	-	2019-09-11	Benefits of customer relationship	-
14	2019-09-09	Relationship marketing	-	2019-09-15	levels of retentionstrategies, Types of service research	Ref 1
15	2019-09-11	Evaluation Of customer relationships	-	2019-09-17	levels of retentionstrategies, Key reasons for GAP 1	Ref 1
16	2019-09-11	Benefits of customer relationship	-	2019-09-18	levels of retentionstrategies, Building customer relationshipthrough retention strategies	Ref 1
17	2019-09-16	levels of retention strategies	-	2019-09-18	Market segmentation	-
18	2019-09-16	Market segmentation	-	2019-09-20	Basis & targeting in services, Relationship marketing	Ref 2
19	2019-09-18	Basis & targeting in services	-	2019-10-15	"Hard" & "Soft" standards, challenges of matching supply & demand in capacity	Ref 1
		3				
20	2019-10-15	"Hard" & "Soft" standards, challenges of matching supply & demand in capacity	-	2019-10-15	four common types of constraints facing services, optimum v/s maximum use of capacity	Ref 1
21	2019-10-15	four common types of constraints facing services, optimum v/s maximum use of capacity	-	2019-10-16	strategies for matching capacity & demand, Yield management	Ref 1
22	2019-10-16	strategies for matching capacity & demand, Yield management	-	2019-10-19	balancing capacity utilization, pricing	Ref 1
23	2019-10-19	balancing capacity utilization, pricing	-	2019-10-21	Waiting line strategies, four basic Waiting line strategies	-
24	2019-10-21	Waiting line strategies, four basic Waiting line strategies	-	2019-10-21	Leadership &Measurement system for market driven service performance, key reasons for GAP-2 service leadership	Ref 1
25	2019-10-21	Leadership &Measurement system for market driven service performance,key reasons for GAP-2 service leadership	-	2019-10-22	Creation of service vision and implementation, Service quality as profitstrategy	Ref 1

26	2019-10-22	Creation of service vision and implementation, Service quality as profitstrategy	-	2019-10-22	Role of service quality In offensive and defensive marketing	Ref 1
27	2019-10-22	Role of service quality In offensive and defensive marketing	-	2019-10-23	Source of conflict	Ref 1
			4			
28	2019-10-23	Boundary spanning roles, Emotional labour	-	2019-10-23	Key reasons for GAP 4 involving communication, four categories of strategies to match service promises with delivery	Ref 1
29	2019-10-23	Source of conflict	-	2019-10-26	Methodology to exceedcustomer expectation	Ref 1
34	2019-10-30	Quality- productivity trade off	-	2019-10-30	Role of non-monitory cost	Ref 1
35	2019-10-30	Strategies for closing GAP3	-	2019-11-02	Price as an indicator of service quality	Ref 1
38	2019-11-04	Customer's role in service deliver	-	2019-11-04	Approaches to pricing services	Ref 1
39	2019-11-04	Importance of customer & customer's role in service delivery	-	2019-11-04	pricing strategies	Ref 1
44	2019-11-06	Strategies for enhancing-Customer participation	-	2019-11-06	Physical Evidence Strategies	Ref 1
45	2019-11-06	Delivery through intermediaries	-	2019-11-09	Guidelines for PhysicalEvidence	Ref 1
48	2019-11-11	Key intermediaries for service delivery	-	2019-10-03	Intermediary control strategies, Boundary spanning roles, Boundary spanning roles	Ref 1
49	2019-11-11	Intermediary control strategies	-	2019-11-11	Types of service scapes, Objective and Goals of servicescapes Role of services capes	Ref 1
			5			
30	2019-10-23	Key reasons for GAP 4 involving communication, four categories of strategies to match service promises with delivery	-	2019-10-28	Pricing of services	Ref 1
31	2019-10-26	Methodology to exceedcustomer expectation	-	2019-10-28	Role of price and value in provider GAP 4	Ref 1
32	2019-10-28	Pricing of services	-	2019-10-16	Quality- productivity trade off	-
33	2019-10-28	Role of price and value in provider GAP 4	-	2019-10-17	Strategies forclosing GAP3	-

36	2019-10-30	Role of non-monitory cost	-	2019-10-15	Customer's role in service deliver	-
37	2019-11-02	Price as an indicator of service quality	-	2019-10-18	Importance of customer & customer'srole in service delivery	-
40	2019-11-04	Approaches to pricing services	-	2019-11-05	Importance of Physical Evidence	Ref 1
41	2019-11-04	pricing strategies	-	2019-11-05	Elementsof Physical Evidence	Ref 1
6						
42	2019-11-05	Importance of Physical Evidence	-	2019-10-19	Strategies for enhancing-Customer participation	-
43	2019-11-05	Elements of Physical Evidence	-	2019-10-21	Delivery through intermediaries	-
46	2019-11-06	Physical Evidence Strategies	-	2019-10-21	Key intermediaries for service delivery	-
47	2019-11-09	Guidelines for Physical Evidence	-	2019-10-03	Intermediary control strategies, Source of conflict, Emotionallabour	Ref 1
50	2019-11-11	Types of service scapes,Objective and Goals of services capes Role of services capes	-	2019-11-11	Approaches for understanding service scapeseffects	Ref 1
51	2019-11-11	Approaches for understanding service scapes effects	-	2019-11-12	Frame work for understanding services capes & its effect onbehaviour	Ref 1
52	2019-11-12	Frame work for understanding services capes & its effect on behaviour	-	2019-11-12	Guidance for physical evidence strategies	-
53	2019-11-12	Guidance for physical evidence strategies	-	-	-	

6 . Course Information

6 . 2 . 1 Compliance Report

Semester : 3 **Section :** FM **Course :** SERVICES MARKETING

Module No.	# of Classes Planned(till date)	Planned Effort(till date)	# of Classes Executed(till date)	Actual Efforts(till date)	% Coverage
3	8	6hrs 40min	8	6hrs 40min	100.0
5	8	6hrs 40min	8	6hrs 40min	100.0
6	8	6hrs 40min	8	6hrs 40min	100.0

HOD

6 . Course Information

6 . 2 . 2 CO PO Mapping

Slight (Low) = 1 ,   Moderate (Medium) = 2 ,   Substantial (High) = 3 .

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1					
CO 2					
CO 3					

HOD

6 . Course

6 . 2 . 3 CO-PSO Mapping

Slight (Low) = 1 ,   Moderate (Medium) = 2 ,   Substantial (High) = 3 .

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1					
CO 2					
CO 3					

HOD

6 . Course Information

6 . 3 Other Assessment

ASSIGNMENT

: SERVICES MARKETING   **:** 18MBAMM303

# : 1	**:** 5
: 2019-10-29	**:** 2019-12-05
: 1	**:** Understand
: Important Question Answers	

# : 2	**:** 5
: 2019-10-23	**:** 2019-12-05
: 2	**:** Understand
: Assignment	

SEMINAR/PRESENTATION

: SERVICES MARKETING   **:** 18MBAMM303

1	**:** 5
2019-11-25	**:** 2
: Understand	
: Seminar on various topics	

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USN	Name	Assignment 1	Assignment 2	Seminar/presentation 1
4AL18MBA01	AR PAVITHRA	5	5	5
4AL18MBA02	ABHISHEK H D	4	5	5
4AL18MBA03	ACHARYA ROOPESH RAMACHANDRA	4	5	5
4AL18MBA04	ADARSH D	5	5	5
4AL18MBA05	AFNAN AHMED SHEIKH	4	5	5
4AL18MBA08	ANJALY ANIRUDHAN	5	5	5
4AL18MBA10	ARCHANA	4	5	5
4AL18MBA11	ASHWATH H D	4	5	5
4AL18MBA12	ASHWINI ASHOK NAIK	5	5	5
4AL18MBA13	ASHWITHA	5	5	5
4AL18MBA14	BASAVADARSHAN G N	5	5	5
4AL18MBA15	BHARATH M	5	5	5
4AL18MBA16	Chandrakantha	5	5	5
4AL18MBA17	DEEKSHA S HEGDE	5	5	5
4AL18MBA18	DEEKSHITH KUMAR	5	5	5
4AL18MBA20	DEEPIKA M	5	5	5
4AL18MBA22	DHANUSH	5	5	5
4AL18MBA23	DHEERAJ	5	5	5
4AL18MBA24	GEETHA	5	5	5
4AL18MBA27	HARI KRISHNAN	5	5	5
4AL18MBA28	HARSHITA GOUDAR	5	5	5
4AL18MBA29	HEMANTHA MANJUNATHA NAIK	5	5	5

USN	Name	Assignment 1	Assignment 2	Seminar/presentation 1
4AL18MBA30	HEMAPRASADA T	5	5	5
4AL18MBA32	JOVITA NORONHA	5	5	5
4AL18MBA33	JYOTHI	5	5	5
4AL18MBA34	K NIKHIL	5	5	5
4AL18MBA38	MADHURA MANJUNATHA SHETTY	5	5	5
4AL18MBA39	MAHENDRA GM	5	5	5
4AL18MBA40	MANISH K SHETTY	5	5	5
4AL18MBA41	MANJUNATHA	5	5	5
4AL18MBA43	NAGARAJ PRABAKAR SHETTI	5	5	5
4AL18MBA45	NANDISH N	5	5	5
4AL18MBA49	PRAKHYATH B	5	5	5
4AL18MBA50	PRAKYATH SHETTY N	5	5	5
4AL18MBA51	PRAMOD BHAT	5	5	5
4AL18MBA52	PRAVEEN B JALI	5	5	5
4AL18MBA54	RAJESHA T	5	5	5
4AL18MBA57	RAMYA K	5	5	5
4AL18MBA58	RATHAN B N	5	5	5
4AL18MBA59	ROLWIN WILSTON CARLO	5	5	5
4AL18MBA62	SAMAD	5	5	5
4AL18MBA63	SAMPATH	5	5	5
4AL18MBA66	SEEMA H K	5	5	5
4AL18MBA67	SHARATH NAYAK	5	5	5

USN	Name	Assignment 1	Assignment 2	Seminar/presentation 1
4AL18MBA69	SHRADDHA C SHETTY	5	5	5
4AL18MBA70	SHREYA JAIN	5	5	5
4AL18MBA71	SHREYAS R	5	5	5
4AL18MBA74	SPOORTHI R	5	5	5
4AL18MBA76	SUBHIKSHA JAIN	5	5	5
4AL18MBA77	SUBRAHMANYA MADEV HEGDE	5	5	5
4AL18MBA78	SUDHAKAR N	5	5	5
4AL18MBA79	SUKSHITHA	0	5	5
4AL18MBA80	SUNIL KUMAR BV	5	5	5
4AL18MBA81	SUPRIYA ANNAYYA NAIK	5	5	5
4AL18MBA82	SUSHMITHA D	5	5	5
4AL18MBA84	SUSHMITHA M	5	5	5
4AL18MBA85	SWAROOP RENJALA	4	5	5
4AL18MBA86	VIDYA T	5	5	5
4AL18MBA87	VIDYASHREE	5	5	5
4AL18MBA88	VIJAYA KUMAR A	4	5	5

HOD

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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6 . Course Information

6 . 4 Internal Assessment

Internal : 1

Semester:3-Scheme 2018   Date : 21/09/2019

Subject : SERVICES MARKETING (18MBAMM303)   Time : 15:00 - 16:30

Faculty : Priya Jyothi Sequeira   Max Marks: 50

		Part A			
		Answer any 2 questions			
1	a	Define Services.	3	1	L2
1	b	Difference between Goods and Services	7	1	L2
1	c	Explain Service Market Triangle	10	1	L2
2	a	What is customer service quality gap.	3	1	L2
2	b	Explain GAP 2 of customer service	7	1	L2
2	c	Explain Service Marketing Mix	10	1	L2
3	a	What is zone of tolerance	3	1	L2
3	b	Explain search, experience and credence property of Service with appropriate examples.	7	1	L2
3	c	Write a note on factors influencing customer expectation in service	10	1	L2
		Part B			
		Answer all questions			
4		Case Study : Air India The news headlines on 7th May, announced a strike by air India pilots. in the past five years, air India passengers faced major flight delays and disruptions to the air flight schedules due to strikes over pay and promotions, loss making roots, expensive plane purchases. technically this wasn't even a strike. Pilots had reported sick and were absent " from work". Mrs. Divya had booked for 17th may from Hyderabad to Chicago(via Delhi). SHe was travelling along with 5 months old baby. She had booked the tickets 7 months in advanced to avoid paying a higher fare at the last minute. she called the airline on 16th May to reassure herself of the departure timings for the next day. She was shocked to hear that the domestic flights from Hyderabad to Delhi was cancelled due to shortage of pilots. The airline did not even to bother notify her. Air India reassured her that at	10	1	L2

least the flight to Delhi to Chicago was on schedule "as of now". Divya started to panic and booked a flight to Delhi and on other airline, hoping to atleast make her Delhi - Chicago connection. On arrival at Delhi, she saw hundreds stranded passengers mobbing in AirIndia counters. Not a single seat is in the waiting area was available. After talking to a waiting passenger, Divya realized that he was waiting at the airport for the past two days after his first flight had been cancelled. No alternative arrangements had been made by the airlines. Other passengers fought to get their checked - In luggage back. the passengers were complaining about the lack of information. Divya, on enquiring about her own flight, was informed that it was cancelled. She spoke calmly to the staff and asked to be accommodated on another Airindia or partner airline flight. The employees seemed unapologetic and unconcerned and simply stated , " there are no seats available..... as of now.. i don't know how long you will have to wait. if you want a refund, you can claim it back in Hyderabad.". Divya pleaded for a temporary accommodation for herself and her baby. the Employee signed and handed her over a sandwich and coffee voucher instead, saying, that's all he could do.....as of now. Divya, lost her temper like the other passengers and joined the mob of shouting passengers. the Airindia employees responded, "What can I do? how i am responsible? Its the pilots who are striking and were left to deal with this bloody mess. I have been working for past 16 hours straight". 1. what exactly went wrong? why did it go wrong? who was responsible? 2. Discuss the services marketing triangle in the case of Airindia? Justify 3 What service recovery do you recommend to Airindia ? Justify?

			Q1			Q2			Q3			Q4		
			a	b	c	a	b	c	a	b	c			
4AL18MBA04	ADARSH D	P	3	5	9	2	5	9	0	0	0	4.5	37.5	Understand
4AL18MBA40	MANISH K SHETTY	P	2	4	9	1	7	9	0	0	0	4.5	36.5	Understand
4AL18MBA27	HARI KRISHNAN	P	3	7	9	2.5	6	9	0	0	0	8	44.5	Understand
4AL18MBA54	RAJESHA T	P	3	3	7	0	0	0	1	4	4	5	27	Understand
4AL18MBA79	SUKSHITHA	P	2	6	8	2	4	6	0	0	0	4	32	Understand
4AL18MBA69	SHRADDHA C SHETTY	P	2.5	6	8	2	5.5	6	0	0	0	5.5	35.5	Understand
4AL18MBA32	JOVITA NORONHA	P	3	7	9	3	6	9.5	0	0	0	9	46.5	Understand
4AL18MBA77	SUBRAHMANYA MADEV HEGDE	P	1.5	4	8	1	6	7	0	0	0	5.5	33	Understand
4AL18MBA15	BHARATH M	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level

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			Q1			Q2			Q3			Q4			
			a	b	c	a	b	c	a	b	c				
4AL18MBA85	SWAROOP RENJALA	P	2	6	9	3	3	9	0	0	0	9	41	Understand
4AL18MBA59	ROLWIN WILSTON CARLO	P	3	7	9	3	4	9	0	0	0	5	40	Understand
4AL18MBA12	ASHWINI ASHOK NAIK	P	1	7	9	3	2	6	0	0	0	7	35	Understand
4AL18MBA66	SEEMA H K	P	3	3.5	9	0	0	0	1	5	6	6.5	34	Understand
4AL18MBA67	SHARATH NAYAK	P	0	2	4	0	3	3	0	0	0	5	17	Understand
4AL18MBA20	DEEPIKA M	P	2.5	5	8	0	0	0	0	7	6	5	33.5	Understand
4AL18MBA62	SAMAD	P	2	6.5	8.5	1.5	6.5	9	0	0	0	8	42	Understand
4AL18MBA78	SUDHAKAR N	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA30	HEMAPRASADA T	P	3	5	8	2	1	7	0	0	0	7	33	Understand
4AL18MBA57	RAMYA K	P	1.5	6	7	0	0	0	2.5	7	7	9	40	Understand
4AL18MBA86	VIDYA T	P	2	4	7	0	0	0	1	3	3	5	25	Understand
4AL18MBA87	VIDYASHREE	P	2	5	8	3	3	3	0	0	0	6	30	Understand
4AL18MBA84	SUSHMITHA M	P	3	2	8	1	3	4	0	0	0	4	25	Understand
4AL18MBA76	SUBHIKSHA JAIN	P	2.5	4	9	0	0	0	1.5	6	6	5	34	Understand
4AL18MBA08	ANJALY ANIRUDHAN	P	3	5	9	0	0	0	2.5	6.5	4	6	36	Understand
4AL18MBA51	PRAMOD BHAT	P	1.5	6	6	0	1.5	6	0	0	0	5	26	Understand
4AL18MBA02	ABHISHEK H D	P	1	5	9	1.5	3	7	0	0	0	6	32.5	Understand
4AL18MBA03	ACHARYA ROOPESH RAMACHANDRA	P	2.5	4	7	2	4	8	0	0	0	5.5	33	Understand
4AL18MBA01	AR PAVITHRA	P	3	5	7	3	6	6	0	0	0	5	35	Understand
4AL18MBA33	JYOTHI	P	2	5	9	1.5	2	8	0	0	0	3.5	31	Understand
4AL18MBA74	SPOORTHI R	P	2.5	6	1.5	0	0	0	3	5	6	0	24	Understand
4AL18MBA05	AFNAN AHMED SHEIKH	P	2	5	9	1.5	2.5	9	0	0	0	6	35	Understand
4AL18MBA13	ASHWITHA	P	1.5	5	7.5	1.5	5.5	6	0	0	0	4	31	Understand
4AL18MBA52	PRAVEEN B JALI	P	0	0	4	0	2	3	0	0	0	1	10	No Level
4AL18MBA14	BASAVADARSHAN G N	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA16	Chandrakantha	P	2	4	7	2	5	7	0	0	0	6	33	Understand
4AL18MBA17	DEEKSHA S HEGDE	P	2	4	8	1	3	8	0	0	0	5	31	Understand
4AL18MBA43	NAGARAJ PRABAKAR SHETTI	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA82	SUSHMITHA D	P	2	4	8	2	2	7	0	0	0	6	31	Understand
4AL18MBA45	NANDISH N	P	0	0	5	0	2	6	0	0	0	4	17	Understand
4AL18MBA81	SUPRIYA ANNAYYA NAIK	P	2	6	8	0	0	0	2.5	6.5	3	6	34	Understand
4AL18MBA34	K NIKHIL	P	0	0	7	0	2	4	0	0	0	6	19	Understand
4AL18MBA70	SHREYA JAIN	P	1	2	9	2	3	5	0	0	0	5	27	Understand

			Q1			Q2			Q3			Q4		
			a	b	c	a	b	c	a	b	c			
4AL18MBA18	DEEKSHITH KUMAR	P	2	5	8	2	2	7	0	0	0	8	34	Understand
4AL18MBA24	GEETHA	P	2.5	5	8	3	6	8	0	0	0	7	39.5	Understand
4AL18MBA29	HEMANTHA MANJUNATHA NAIK	P	2	4	7	3	6	2	0	0	0	5	29	Understand
4AL18MBA41	MANJUNATHA	P	1	6	3	0	3	6	0	0	0	5	24	Understand
4AL18MBA11	ASHWATH H D	P	2.5	4.5	4	0.5	2	7	0	0	0	5.5	26	Understand
4AL18MBA49	PRAKHYATH B	P	0.5	5	7	0.5	6	6	0	0	0	2.5	27.5	Understand
4AL18MBA28	HARSHITA GOUDAR	P	2.5	5	9	2.5	4	8	0	0	0	6	37	Understand
4AL18MBA10	ARCHANA	P	2	6	9	2.5	6	9	0	0	0	5.5	40	Understand
4AL18MBA22	DHANUSH	P	2	5	9	0	0	0	2.5	6	6	5.5	36	Understand
4AL18MBA23	DHEERAJ	P	0	3	3	3	5	0	0	0	0	4	18	Understand
4AL18MBA63	SAMPATH	P	2.5	4	4.5	0	3	6	0	0	0	5	25	Understand
4AL18MBA88	VIJAYA KUMAR A	P	1.5	5	3	0	3	3	0	0	0	4.5	20	Understand
4AL18MBA71	SHREYAS R	P	2.5	4	8	2	4	8.5	0	0	0	7	36	Understand
4AL18MBA39	MAHENDRA GM	P	1.5	1.5	6	0	3	4	0	0	0	3.5	19.5	Understand
4AL18MBA80	SUNIL KUMAR BV	P	2	4	6	0.5	1.5	3	0	0	0	6	23	Understand
4AL18MBA50	PRAKYATH SHETTY N	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA38	MADHURA MANJUNATHA SHETTY	P	2	6	7.5	0	0	0	2.5	6	6	7	37	Understand
4AL18MBA58	RATHAN B N	P	0.5	5	5.5	0	0	0	1.5	2	2	5.5	22	Understand

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

Internal : 2

Semester:3-Scheme 2018   Date : 26/10/2019

Subject : SERVICES MARKETING (18MBAMM303)   Time : 15:00 - 16:00

Faculty : Priya Jyothi Sequeira   Max Marks: 50

		Part A			
		Answer any 2 questions			
1	a	What is relationship marketing. Explain with example.	3	1	L2
1	b	Explain 80:20 customer pyramid of Service along with the expanded customer service pyramid.	7	2	L2
1	c	Explain the types of Service research .	10	1	L1
2	a	Mention the difference between Transactional nad Relationship approach of service	3	1	L2
2	b	Explain the stages of customer relationship	7	2	L2
2	c	Explain Retention Strategies for Customer Relationship	10	1	L2
3	a	What is emotional labour. Give one example	3	2	L2
3	b	What are the strategies used for closing gap 3	7	2	L2
3	c	Explain the strategies of delivering service quality through people	10	1	L2
		Part B			
		Answer all questions			
4		Case Study on Skywalk Airline's Mr. Wadhwa, the general manager (HR) appointed by Skywalk, has a daunting task ahead of him. He has to find Pilots cabin crew and ground handling staff for the airlines in four months flat. The dilemma before him are many. Skywalk has a low brand equity. Therefore it would be tough to attract the best candidates. lts capacity to pay high wages is not questionable, but whether business will be bright enough to sustain the high wages in future, is a question that is unanswered as of now. Secondly if new recruits are hired for cabin crew and ground handling positions then have to be trained adequately. And the given the time constraints that looks like a tough task. May be training can be sourced or temporary help can be summoned form some foreign country hiring. But most of all Mr. Wadwa is wondering what kinds of criteria he should look for in selecting the frontline staff who will interact with customers on a regular basis and may be determine the success or failure	10	1	L5

of the airline, should he focus on good looks and personality or a good school and college and communication skill or was it high IQ than was needed. His past experience in the hotel industry had given him some ideas, but he is not sure if any different skill sets were needed in the airline.   Questions : Can you help Mr. Wadhwa to finalize the candidates with the required skills for 1). The cabin crew   (2) 2). The ground staff handling check in and customer interactions (2) 3). The baggage handler (2) 4) In what way would they differ from the skills sets needed in the hotel industry(4)

			Q1			Q2			Q3			Q4		
			a	b	c	a	b	c	a	b	c			
4AL18MBA04	ADARSH D	P	2.5	3	8.5	0	0	0	0	5.5	8.5	8	36	Evaluate
4AL18MBA40	MANISH K SHETTY	P	2.5	6.5	8.5	2.5	6	8.5	0	0	0	6.5	41	Evaluate
4AL18MBA27	HARI KRISHNAN	P	0	0	0	2.5	7	6	0	6.5	8	8	38	Evaluate
4AL18MBA54	RAJESHA T	P	2	5	7	0	0	0	2	6	7	7	36	Evaluate
4AL18MBA79	SUKSHITHA	P	2.5	6	8.5	2	6	8	0	0	0	5	38	Evaluate
4AL18MBA69	SHRADDHA C SHETTY	P	2.5	6.5	8.5	0	0	0	2.5	6.5	8.5	5.5	40.5	Evaluate
4AL18MBA32	JOVITA NORONHA	P	3	6.5	9	0	0	0	3	6.5	10	9.5	47.5	Evaluate
4AL18MBA77	SUBRAHMANYA MADEV HEGDE	P	2	6.5	8.5	1	6	8	0	0	0	6.5	38.5	Evaluate
4AL18MBA15	BHARATH M	P	2.5	6.5	8.5	2.5	6.5	5	0	0	0	5.5	37	Evaluate
4AL18MBA85	SWAROOP RENJALA	P	2.5	6.5	9	2.5	6.5	4	0	0	0	6	37	Evaluate
4AL18MBA59	ROLWIN WILSTON CARLO	P	3	7	9	3	6	9	0	0	0	8	45	Evaluate
4AL18MBA12	ASHWINI ASHOK NAIK	P	2.5	2	4	0	0	0	2.5	2	2	5.5	20.5	Evaluate
4AL18MBA66	SEEMA H K	P	0	0	0	2.5	6	7.5	2.5	6	8	8	40.5	Evaluate
4AL18MBA67	SHARATH NAYAK	P	0	0	0	0	3	5	0	5	8	6.5	27.5	Evaluate
4AL18MBA20	DEEPIKA M	P	2	6.5	9	2.5	6.5	9	0	0	0	7	42.5	Evaluate
4AL18MBA62	SAMAD	P	2.5	6.5	9	2.5	6.5	7	0	0	0	9	43	Evaluate
4AL18MBA78	SUDHAKAR N	P	2	3	2	2.5	6.5	4	0	0	0	7	27	Evaluate
4AL18MBA30	HEMAPRASADA T	P	2.5	6	0	2	6	8.5	0	0	0	9.5	34.5	Evaluate
4AL18MBA57	RAMYA K	P	2.5	6.5	9	2.5	6.5	9	0	0	0	7	43	Evaluate
4AL18MBA86	VIDYA T	P	2	5	8.5	2	6	2	0	0	0	6	31.5	Evaluate
4AL18MBA87	VIDYASHREE	P	2.5	6.5	6	0	0	0	1	3	1	7	27	Evaluate
4AL18MBA84	SUSHMITHA M	P	2.5	6.5	9	2.5	6.5	9	0	0	0	7.5	43.5	Evaluate
4AL18MBA76	SUBHIKSHA JAIN	P	2	6	0	2	5	8	0	0	0	6	29	Evaluate

			Q1			Q2			Q3			Q4		
			a	b	c	a	b	c	a	b	c			
4AL18MBA08	ANJALY ANIRUDHAN	P	2.5	7	8.5	2.5	3	6	0	0	0	6	35.5	Evaluate
4AL18MBA51	PRAMOD BHAT	P	2	3	4	2	5	5	0	0	0	6	27	Evaluate
4AL18MBA02	ABHISHEK H D	P	2.5	6.5	8	2.5	6.5	8	0	0	0	6	40	Evaluate
4AL18MBA03	ACHARYA ROOPESH RAMACHANDRA	P	1	2.5	8	2.5	6.5	6	1.5	1.5	3	7	33.5	Evaluate
4AL18MBA01	AR PAVITHRA	P	0	0	0	2.5	6.5	9	3	6.5	7	7	41.5	Evaluate
4AL18MBA33	JYOTHI	P	2	6.5	8.5	2	6	2	0	0	0	0	27	Understand
4AL18MBA74	SPOORTHI R	P	2	7	9	2.5	6.5	4	0	0	0	6.5	37.5	Evaluate
4AL18MBA05	AFNAN AHMED SHEIKH	P	2	6	9	2.5	6.5	2	0	0	0	6.5	34.5	Evaluate
4AL18MBA13	ASHWITHA	P	2	6.5	7	2.5	6	0	0	0	0	6	30	Evaluate
4AL18MBA52	PRAVEEN B JALI	P	1.5	4	8.5	2.5	6.5	8	0	0	0	7	38	Evaluate
4AL18MBA14	BASAVADARSHAN G N	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA16	Chandrakantha	P	3	0	8.5	0	0	0	0.5	6.5	8.5	8	35	Evaluate
4AL18MBA17	DEEKSHA S HEGDE	P	2.5	5.5	6	0	0	0	1.5	6.5	8.5	8	38.5	Evaluate
4AL18MBA43	NAGARAJ PRABAKAR SHETTI	P	0	0	0	2.5	6	8	2.5	6.5	7	5	37.5	Evaluate
4AL18MBA82	SUSHMITHA D	P	2.5	6.5	8	2.5	2	6	0	0	0	5	32.5	Evaluate
4AL18MBA45	NANDISH N	P	0	0	0	0	6	8	2.5	6	8	6.5	37	Evaluate
4AL18MBA81	SUPRIYA ANNAYYA NAIK	P	2	3	8	0	6.5	4	0	0	0	6.5	30	Evaluate
4AL18MBA34	K NIKHIL	P	0	0	0	0	6	0	0	6	6.5	7.5	26	Evaluate
4AL18MBA70	SHREYA JAIN	P	2.5	6.5	9	1	6.5	2	0	0	0	6.5	34	Evaluate
4AL18MBA18	DEEKSHITH KUMAR	P	2.5	6.5	8.5	0	0	0	1.5	6.5	8.5	7	41	Evaluate
4AL18MBA24	GEETHA	P	2.5	0	9	2.5	6.5	8.5	0	0	0	6.5	35.5	Evaluate
4AL18MBA29	HEMANTHA MANJUNATHA NAIK	P	2.5	6.5	2	0	6.5	8.5	0	0	0	8	34	Evaluate
4AL18MBA41	MANJUNATHA	P	0	6.5	8	0	0	0	2.5	6.5	8	7.5	39	Evaluate
4AL18MBA11	ASHWATH H D	P	1.5	6.5	7	1	4	7	0	0	0	5	32	Evaluate
4AL18MBA49	PRAKHYATH B	P	1	5	6	1.5	6	0	0	0	0	6	25.5	Evaluate
4AL18MBA28	HARSHITA GOUDAR	P	2.5	7	0	2.5	6.5	8.5	0	0	0	7.5	34.5	Evaluate
4AL18MBA10	ARCHANA	P	2	3	8.5	2.5	5	3	0	0	0	7.5	31.5	Evaluate
4AL18MBA22	DHANUSH	P	3	7	9	2.5	0	8	0	0	0	7.5	37	Evaluate
4AL18MBA23	DHEERAJ	P	2	6	8	2	6	4	0	0	0	5.5	33.5	Evaluate
4AL18MBA63	SAMPATH	P	2.5	5	8	2.5	6	8	0	0	0	4.5	36.5	Understand
4AL18MBA88	VIJAYA KUMAR A	P	0	6.5	8	2	6.5	4	0	0	0	5.5	32.5	Evaluate
4AL18MBA71	SHREYAS R	P	2.5	5.5	7	2.5	6	4	0	0	0	5.5	33	Evaluate
4AL18MBA39	MAHENDRA GM	P	0	0	0	2	6.5	8	2.5	6.5	8.5	4	38	Understand

			Q1			Q2			Q3			Q4		
			a	b	c	a	b	c	a	b	c			
4AL18MBA80	SUNIL KUMAR BV	P	0	0	0	0	6	0	0	6	7	7	26	Evaluate
4AL18MBA50	PRAKYATH SHETTY N	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA38	MADHURA MANJUNATHA SHETTY	P	2	5.5	7	0	0	0	1	6	8	7	36.5	Evaluate
4AL18MBA58	RATHAN B N	P	2.5	6	6	2	6	7	0	0	0	5	34.5	Evaluate

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

Internal : 3

Semester:3-Scheme 2018   Date : 04/12/2019

Subject : SERVICES MARKETING (18MBAMM303)   Time : 15:00 - 16:30

Faculty : Priya Jyothi Sequeira   Max Marks: 50

		Part A			
		Answer any 2 questions			
1	a	List the main pricing approaches for services	3	1	L2
1	b	Discuss the role of servicescape	7	1	L2
1	c	Expalin the framework for understadning Servicescape effects on behaviour	10	2	L2
2	a	Define Physical evidence	3	1	L2
2	b	Explain "price as an indicator of Quality"	7	1	L2
2	c	Crtitically evaluate the significance of non monitory cost in pricing decicion of services	10	1	L2
3	a	What is Demand based pricing	3	1	L2
3	b	Explain guidelines for physical evidence strategies	7	1	L2
3	c	Explain the pricing strategies that link to the four value definitions	10	1	L2
		Part B			
		Answer all questions			
4		Case Study: Zomato, an online restaurant discovery platform where customers can find restaurants in a particular area, their menu, place order and pay online. Delivery part is taken by the restaurants. Moreover customers can give review about the restaurants and the quality of food which helps the restaurants and customers to have a better experience. Internet and mobile app are the only channel used for the whole process for customers to find a suitable restaurant with better discount deals and to place an order. Facebook, Twitter and Pintrest are the main platform which made the base for the success of Zomato with a deep presence among their customers. Zomato wants to start delivering the ordered food to the customer's doorstep, by their own, which was earlier taken care of by restaurants. The firm plans to focus on segments such as online food ordering, restaurant booking, subscriptions based services and billing in restaurants. Questions: Describe the exact nature of services provided by Zomato Examine how the services	10	1	L2

			provided by Zomato can be equally utilized by customers and restaurants.									

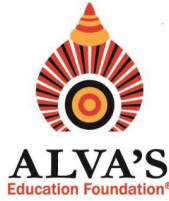|			Q1			Q2			Q3			Q4		
			a	b	c	a	b	c	a	b	c			
4AL18MBA04	ADARSH D	P	3	7	9	0	0	0	3	6	8	8	44	Understand
4AL18MBA40	MANISH K SHETTY	P	3	6	8	0	6	8	0	0	0	8	39	Understand
4AL18MBA27	HARI KRISHNAN	P	3	7	4	2.5	7	4	0	0	0	8	35.5	Understand
4AL18MBA54	RAJESHA T	P	3	5	7	2	4	4	0	0	0	8	33	Understand
4AL18MBA79	SUKSHITHA	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA69	SHRADDHA C SHETTY	P	3	7	8.5	3	5	8	0	0	0	9	43.5	Understand
4AL18MBA32	JOVITA NORONHA	P	3	7	9.5	3	7	9	0	0	0	9	47.5	Understand
4AL18MBA77	SUBRAHMANYA MADEV HEGDE	P	3	6	8	2	5	7	0	0	0	8	39	Understand
4AL18MBA15	BHARATH M	P	3	7	3	3	5	7	0	0	0	8	36	Understand
4AL18MBA85	SWAROOP RENJALA	P	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA59	ROLWIN WILSTON CARLO	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA12	ASHWINI ASHOK NAIK	P	3	6	9	2.5	5	4	0	0	0	8	37.5	Understand
4AL18MBA66	SEEMA H K	P	3	6	9	2	5	4	0	0	0	8	37	Understand
4AL18MBA67	SHARATH NAYAK	P	3	5	8	1	4	7	0	0	0	8	36	Understand
4AL18MBA20	DEEPIKA M	P	1.5	6.5	9	2	4	8	0	0	0	8	39	Understand
4AL18MBA62	SAMAD	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA78	SUDHAKAR N	P	2	4	6	2	5	6	0	0	0	8	33	Understand
4AL18MBA30	HEMAPRASADA T	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA57	RAMYA K	P	3	7	10	2.5	6	9	0	0	0	9	46.5	Understand
4AL18MBA86	VIDYA T	P	3	4	6	0	0	0	2.5	6	6	8	35.5	Understand
4AL18MBA87	VIDYASHREE	P	3	0	10	2.5	7	0	0	0	0	9	31.5	Understand
4AL18MBA84	SUSHMITHA M	P	3	6	8	3	4	4	0	0	0	8	36	Understand
4AL18MBA76	SUBHIKSHA JAIN	P	3	6.5	7	2.5	6.5	7	0	0	0	8	40.5	Understand
4AL18MBA08	ANJALY ANIRUDHAN	P	3	6	8	2.5	6	8	0	0	0	8	41.5	Understand
4AL18MBA51	PRAMOD BHAT	P	2	4	6	0	5	6	0	0	0	8	31	Understand
4AL18MBA02	ABHISHEK H D	P	3	6	8	1	6	7	0	0	0	8	39	Understand
4AL18MBA03	ACHARYA ROOPESH RAMACHANDRA	P	0	0	0	2	0	7	3	6	7	8	33	Understand
4AL18MBA01	AR PAVITHRA	P	2.5	7	9	3	6	9	0	0	0	0	36.5	Understand
4AL18MBA33	JYOTHI	P	3	4	8	0	0	0	3	6	4	8	36	Understand

			Q1			Q2			Q3			Q4		
			a	b	c	a	b	c	a	b	c			
4AL18MBA74	SPOORTHI R	P	3	7	9	0	6.5	8	0	0	0	8	41.5	Understand
4AL18MBA05	AFNAN AHMED SHEIKH	P	0	0	0	2.5	6	8	2	6	8	8	40.5	Understand
4AL18MBA13	ASHWITHA	P	3	6.5	8	2.5	6	8	0	0	0	8	42	Understand
4AL18MBA52	PRAVEEN B JALI	P	3	5	8	1	6	6	0	0	0	8	37	Understand
4AL18MBA14	BASAVADARSHAN G N	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA16	Chandrakantha	P	3	6	8	2.5	6	8	0	0	0	8	41.5	Understand
4AL18MBA17	DEEKSHA S HEGDE	P	3	6	8	0	6	6	0	0	0	8	37	Understand
4AL18MBA43	NAGARAJ PRABAKAR SHETTI	P	1.5	3	6	0	0	0	1.5	3	3	7	25	Understand
4AL18MBA82	SUSHMITHA D	P	2.5	0	3	1	4	2	0	0	0	8	20.5	Understand
4AL18MBA45	NANDISH N	P	3	6	6	2	6	6	0	0	0	8	37	Understand
4AL18MBA81	SUPRIYA ANNAYYA NAIK	P	3	5	9	0	0	0	2	7	8	8	42	Understand
4AL18MBA34	K NIKHIL	P	2	5	7	0	4	0	0	0	0	8	26	Understand
4AL18MBA70	SHREYA JAIN	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA18	DEEKSHITH KUMAR	P	3	6	9	2	7	8	0	0	0	8	43	Understand
4AL18MBA24	GEETHA	P	2	6	8	2.5	6.5	2	0	0	0	8	35	Understand
4AL18MBA29	HEMANTHA MANJUNATHA NAIK	P	3	6	9	2	5	6	0	0	0	8	39	Understand
4AL18MBA41	MANJUNATHA	P	3	6	8	0	5	7	0	0	0	8	37	Understand
4AL18MBA11	ASHWATH H D	P	2	5	8	2	5	3	0	0	0	8	33	Understand
4AL18MBA49	PRAKHYATH B	P	3	6	8	2	5	0	0	0	0	6	30	Understand
4AL18MBA28	HARSHITA GOUDAR	P	3	7	9	0	0	0	2.5	7	0	8	36.5	Understand
4AL18MBA10	ARCHANA	P	2	5	6	3	6	0	0	0	0	0	22	Understand
4AL18MBA22	DHANUSH	P	2	6	9	3	6	7	0	0	0	8	41	Understand
4AL18MBA23	DHEERAJ	P	3	6	8	0	0	0	0	0	0	8	25	Understand
4AL18MBA63	SAMPATH	P	3	6	8	2	6	6	0	0	0	8	39	Understand
4AL18MBA88	VIJAYA KUMAR A	P	2	4	7	1	6	4	0	0	0	6	30	Understand
4AL18MBA71	SHREYAS R	P	2	6	9	2	0	9	0	0	0	8	36	Understand
4AL18MBA39	MAHENDRA GM	P	3	3	8	1.5	5	8	0	0	0	8	36.5	Understand
4AL18MBA80	SUNIL KUMAR BV	P	2	6	7	2	6	4	0	0	0	8	35	Understand
4AL18MBA50	PRAKYATH SHETTY N	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
4AL18MBA38	MADHURA MANJUNATHA SHETTY	P	3	0	7	2	6	7	0	0	0	8	33	Understand
4AL18MBA58	RATHAN B N	P	2	4	8	1	5	6	0	0	0	8	34	Understand

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Master of Business Administration (MBA)

Course Name : MARKETING MANAGEMENT **(** 18MBA15 **)**

Class : Semester 1 A

Ms Priya Jyothi Sequeira

Assistant Professor,

2019-20

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

1 . Faculty Details

Name	:	Ms Priya Jyothi Sequeira
Qualification	:	Others
Department	:	MBA
Permanent Address	:	
Phone Number	:	8904142098
Email ID	:	priyakwt@gmail.com
Specimen Signature	:	_____

HOD

2 . Course Allotted

Allotted Duty	Course Title	Course Code
Theory 1	SERVICES MARKETING	18MBAMM303
Theory 2	MARKETING MANAGEMENT	18MBA15
Theory 3	CONSUMER BEHAVIOR	18MBAMM301

HOD

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

3 . Academic calendar 2019-20 (Semester 1)

Date	Day	Event
26 Aug 2019	MONDAY	Term End Date
2 Sep 2019	MONDAY	Ganesha Chaturthi
10 Sep 2019	TUESDAY	Moharam
19 Sep 2019	THURSDAY	Internal Assessment-I for 3rd semester MBA
20 Sep 2019	FRIDAY	Internal Assessment-I for 3rd semester MBA
21 Sep 2019	SATURDAY	Internal Assessment-I for 3rd semester MBA
28 Sep 2019	SATURDAY	Mahalaya Amavase
30 Sep 2019	MONDAY	Commencement of 1st semester MBA
1 Oct 2019	TUESDAY	Induction program for 1st semester MBA
2 Oct 2019	WEDNESDAY	Gandhi Jayanthi
2 Oct 2019	WEDNESDAY	Induction program for 1st semester MBA
3 Oct 2019	THURSDAY	Induction program for 1st semester MBA
4 Oct 2019	FRIDAY	Induction program for 1st semester MBA
5 Oct 2019	SATURDAY	Induction program for 1st semester MBA
7 Oct 2019	MONDAY	Ayudha Pooja
8 Oct 2019	TUESDAY	Vijayadashami
24 Oct 2019	THURSDAY	Internal assessment-II for 3rd semester MBA
25 Oct 2019	FRIDAY	Internal assessment-II for 3rd semester MBA
26 Oct 2019	SATURDAY	Internal assessment-II for 3rd semester MBA
27 Oct 2019	SUNDAY	Naraka Chaturdashi
29 Oct 2019	TUESDAY	Balipadyami Diwali
1 Nov 2019	FRIDAY	Kannada Rajyotsava
10 Nov 2019	SUNDAY	Id- Milad

Date	Day	Event
14 Nov 2019	THURSDAY	Internal Assessment-I for 1st semester MBA
15 Nov 2019	FRIDAY	Internal Assessment-I for 1st semester MBA
16 Nov 2019	SATURDAY	Internal Assessment-I for 1st semester MBA
26 Nov 2019	TUESDAY	Kanakadasa Jayanthi
2 Dec 2019	MONDAY	Internal assessment-III for 3rd semester MBA
3 Dec 2019	TUESDAY	Internal assessment-III for 3rd semester MBA
4 Dec 2019	WEDNESDAY	Internal assessment-III for 3rd semester MBA
5 Dec 2019	THURSDAY	Last Working Day for 3rd semester MBA
12 Dec 2019	THURSDAY	Internal assessment-II for 1st semester MBA
13 Dec 2019	FRIDAY	Internal assessment-II for 1st semester MBA
14 Dec 2019	SATURDAY	Internal assessment-II for 1st semester MBA
25 Dec 2019	WEDNESDAY	Christmas
15 Jan 2020	WEDNESDAY	Uttarayana Punyakala Makara Sankranti Festival
16 Jan 2020	THURSDAY	Internal assessment-III for 1st semester MBA
17 Jan 2020	FRIDAY	Internal assessment-III for 1st semester MBA
18 Jan 2020	SATURDAY	Internal assessment-III for 1st semester MBA
21 Jan 2020	TUESDAY	Last Working Day for 1st semester MBA
31 Jan 2020	FRIDAY	Term not found

4 . Timetable

	1	**2**	**3**	**4**		**5**	**6**
	09:00 AM 09:50 AM	**09:50 AM 10:40 AM**	**11:00 AM 11:50 AM**	**11:50 AM 12:40 PM**	**12:40 PM 01:40 PM**	**01:40 PM 02:30 PM**	**02:30 PM 03:20 PM**
MON			MBA 18MBAMM301 / 18MBAMM301 MBA Semester 3 HM / FM			MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 HM / FM	MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 HM / FM
TUE	MBA 18MBA15 MBA Semester 1 B		MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 HM / FM	MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 FM / HM		MBA 18MBA15 MBA Semester 1 A	
WED		MBA 18MBAMM301 / 18MBAMM301 MBA Semester 3 HM / FM		MBA 18MBA15 MBA Semester 1 A		MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 HM / FM	
THU	MBA 18MBA15 MBA Semester 1 B		MBA 18MBAMM301 / 18MBAMM301 MBA Semester 3 HM / FM			MBA 18MBA15 MBA Semester 1 A	
FRI		MBA 18MBA15 MBA Semester 1 B		MBA 18MBA15 MBA Semester 1 A			MBA 18MBA15 MBA Semester 1 B
SAT	MBA 18MBAMM301 / 18MBAMM301 MBA Semester 3 FM / HM			MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 FM / HM			

HOD

5 . Department Details

5 . 1 Preliminary Information

PROGRAM OUTCOMES(PO's)

1. **Apply knowledge of management theories and practices to solve business problems :** Apply knowledge of management theories and practices to solve business problems.

2. **Foster Analytical and critical thinking abilities for data-based decision making :** Foster Analytical and critical thinking abilities for data-based decision making.

3. **Ability to develop Value based Leadership ability :** Ability to develop Value based Leadership ability

4. **Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business :** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business

5. **Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment :** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment

PROGRAM SPECIFIC OUTCOMES(PSO's)

PSO 1 : Graduates will be able to understand, analyze and work with financial data and provide desired solutions to the stakeholders

PSO 2 : Graduates will be able to use technology with use in their specific domain of expertise

PSO 3 : Graduates will be endowed with life long learning skills, critical thinking skills and research outlook

PSO 4 : Prepared graduates for entrepreneurship, ethical leadership and social value creation

PSO 5 : Developed graduates for corporate jobs with global outlook

HOD

6 . Course Information

6 . 1 Course Content

Title of the Course : MARKETING MANAGEMENT

Semester : 1   **Academic Year : 2019-20**

Subject Code : 18MBA15	IA Marks : 20
Hours/week : 3	Total Hours : 52
Exam Hours : 3	Exam Marks : 80
Course Plan Author : Priya Jyothi Sequeira	Planned Date : 2019-10-07
Checked by : Dr Claret Mendonca	At the end of this course student will be able to : 2019-10-07

Objectives: To enable students

1 . Make students have an understanding of the fundamental concepts of marketing & the environment in which marketing system operates.

2 . To analyze the motives influencing buying behaviour & Describe major bases for segment marketing, target marketing, and market positioning

3 . Identify a Conceptual framework, covering basic elements of the marketing mix.

4 . To understand fundamental premise underlying market driven strategies.

Course Outcomes (COs) :

1 . Develop an ability to assess the impact of the environment on marketing function.

2 . To formulate marketing strategies that incorporate psychological and sociological factors which influence buying.

3 . Explain how companies identify attractive market segments, differentiate and position their products for maximum competitive advantage in the market place.

4 . Build marketing strategies based on product, price, place and promotion objectives.

5 . Synthesize ideas into a viable marketing plan

6 . Course Information

6 . 1 . 1 Course Syllabus

Objectives: To enable students Title of the
Course : MARKETING MANAGEMENT

Subject Code : 18MBA15

Module 1

Introduction to Marketing :

Introduction, Definitions of market and marketing, Selling Vs marketing, The Exchange Process, Elements of Marketing Concept, Functions of Marketing, Old Concept or Product- oriented Concept, New or Modern or Customer- oriented Concept, Marketing Myopia, Marketing Environment analysis, (Micro and Macro), Marketing in the 21st century opportunities, challenges & Ethics

Module 2

Buyer Behavior Analysis :

Meaning and Characteristics, Importance, Factors Influencing Consumer Behaviour, Consumer Purchase Decision Process, Buying Roles, Buying Motives, The black box model of consumer behaviour. B2B marketing Vs Consumer Marketing

Case Study :

Case Study on " Barista Lavazza", Marketing Management, Arun Kumar & Meenakshi N, 2/e, Vikas, 2012.Pg 33-34

Module 3

Market Segmentation, Targeting & Positioning :

Concept of Market Segmentation, Benefits, Requisites of Effective Segmentation, Bases for Segmenting Consumer Markets, Market Segmentation Strategies, Targeting - Bases for identifying target Customer target Marketing strategies, Positioning - Meaning, Product Differentiation Strategies, Tasks involved in Positioning, Branding - Concept of Branding, Types, Brand Equity, Branding strategies

Case Study :

Case Study on " Marketing of Tata's Nano in India ", Marketing in India: Text and Cases- Neelamegham S, 4/e, Vikas. Pg 335-354.

Module 4

Managing the Product :

Concept, product hierarchy, product line, product mix, product mix strategies, Product life cycle and its strategies, New Product Development, packing as a marketing tool, Role of labelling in packing

Case Study :

Case Study on " American Express ", Marketing Management: A South Asian Perspective–Kotler, Keller, Koshy & Jha, 14/e, Pearson Education, 2012. Pg 257-259

Module 5

Pricing decisions :

Significance of pricing, factor influencing pricing (Internal factor and External factor), objectives, Pricing Strategies-Value based, Cost based, Market based, Competitor based, Pricing Procedure

Marketing Channels :

Meaning, Purpose, Factors Affecting Channel Choice, Channel Design, Channel Management Decision, Channel Conflict, Designing a physical Distribution System, Network Marketing

Module 6

Promotion Strategy :

Integrated Marketing Communications (IMC)- communication objectives, steps in developing effective communication, Stages in designing message. Advertising: Advertising Objectives, Advertising Budget, Advertising Copy, AIDA model, Traditional Vs Modern Media- Online and Mobile Advertising, Social Media for Advertising

Sales Promotion :

Tools and Techniques of sales promotion, Push-pull strategies of promotion

Personal selling :

Steps/process involved in Personal Selling, Publicity/Public Relation-word of mouth, sponsorships

Database marketing :

Basic concepts of e-commerce, e-marketing, m-Commerce, m-marketing, e-networking, CRM, MkIS, Marketing Planning: Meaning, Steps involved in Marketing planning, Marketing Audit- Meaning, components of Marketing Audit, Marketing Strategic Planning Process

Case Study :

Case Study on " Facebook ", Marketing Management: A South Asian Perspective–Kotler, Keller, Koshy & Jha, 14/e, Pearson Education, 2012. Pg 503-504

6 . Course Information

6 . 1 . 2 Text Books and Reference Books

TEXT BOOKS :

1 . Marketing Management: A South Asian Perspective–Kotler, Keller, Koshy & Jha, 13/e, Pearson Education, 2012

2 . Marketing- Lamb, Hair, Mc Danniel, 7/e, Cengage Learning 2012.

3 . Marketing Management, Tapan Panda, 2/e, Excel Publication.

REFERENCE BOOKS :

1 . Marketing Management, Arun Kumar & Meenakshi N, 2/e, Vikas, 2012

2 . Marketing in India: Text and Cases- Neelamegham S, 4/e, Vikas.

3 . Fundamentals of Marketing Management, Etzel M.J BJ Walker & William J. Stanton, 14/e, TMH, 2012.

HOD

6 . Course Information

6 . 2

Semester : 1   **Section :** A   **Course :** MARKETING MANAGEMENT

P e r i o d	Planned			Execution		
	Date	**Topic**	**Source material to be referred**	**Date**	**Topic**	**Source material to be referred**
1						
1	2019-10-09	Introduction, Definitions of market and marketing	-	2019-10-09	Introduction, Definitions of market and marketing	Text 1
2	2019-10-10	Selling Vs marketing, The Exchange Process	-	2019-10-10	Selling Vs marketing, The Exchange Process	Text 2
3	2019-10-11	Elements of Marketing Concept, Functions of Marketing	-	2019-10-11	Elements of Marketing Concept, Functions of Marketing	Text 1
4	2019-10-15	Old Concept or Product-oriented Concept, New or Modern or Customer-oriented Concept	-	2019-10-15	Old Concept or Product-oriented Concept, New or Modern or Customer-oriented Concept	Text 2
5	2019-10-16	Marketing Myopia	-	2019-10-16	Marketing Myopia	Ref 1
6	2019-10-17	Marketing Environment analysis	-	2019-10-17	Marketing Environment analysis	Text 1
7	2019-10-18	(Micro and Macro)	-	2019-10-18	(Micro and Macro)	Text 1
8	2019-10-22	Marketing in the 21st century opportunities	-	2019-10-22	macro environment, Marketing Environment analysis	-
9	2019-10-23	challenges & Ethics	-	2019-10-23	Marketing in the 21st century opportunities	-
2						
10	2019-10-24	Meaning and Characteristics, Importance	-	2019-10-24	Meaning and Characteristics, Importance	-
11	2019-10-25	Factors Influencing Consumer Behaviour, Consumer Purchase Decision Process	-	2019-10-25	Factors Influencing Consumer Behaviour, Consumer Purchase Decision Process	-
12	2019-10-30	Buying Roles, Buying Motives	-	2019-10-30	Buying Roles, Buying Motives	-
13	2019-10-31	The black box model of consumer behaviour. B2B marketing Vs Consumer Marketing	-	2019-10-31	The black box model ofconsumer behaviour. B2B marketing Vs Consumer Marketing	Text 1

14	2019-11-05	Marketing Management, The black box model ofconsumer behaviour. B2B marketing Vs Consumer Marketing, introduction to business to business, Meaning and Characteristics	-	2019-11-05	Marketing Management, The black box model ofconsumer behaviour. B2B marketing Vs Consumer Marketing, introduction to business to business, Meaning and Characteristics	-
15	2019-11-06	Factors Influencing Consumer Behaviour	-	2019-11-06	Factors Influencing Consumer Behaviour	-
16	2019-11-07	Case Study on " Barista Lavazza"	Text 1	2019-11-07	Case Study on " Barista Lavazza"	Text 1
17	2019-11-08	Case Study on " Barista Lavazza"	Text 1	2019-11-08	Case Study on " Barista Lavazza"	Text 1
3						
18	2019-11-12	Concept of Market Segmentation, Benefits, Requisites of Effective Segmentation	-	2019-11-12	Concept of Market Segmentation, Benefits, Requisites of Effective Segmentation	-
19	2019-11-13	Bases for Segmenting Consumer Markets, Market Segmentation Strategies, Targeting - Bases for identifying target Customer target Marketing strategies	-	2019-11-13	Bases for Segmenting Consumer Markets, Bases for Segmenting Consumer Markets	-
20	2019-11-14	Positioning - Meaning, Product Differentiation Strategies, Tasks involved in Positioning	-	2019-11-14	Positioning - Meaning, Product Differentiation Strategies, Tasks involved in Positioning	-
21	2019-11-15	Branding - Concept of Branding, Types	-	2019-11-15	Branding - Concept of Branding, Types	-
22	2019-11-19	Brand Equity, Branding strategies	-	2019-11-19	Brand Equity, Branding strategies	-
23	2019-11-20	Targeting - Bases for identifying target Customer target Marketing strategies	-	2019-11-20	Targeting - Bases for identifying target Customer target Marketing strategies	-
24	2019-11-21	Product Differentiation Strategies	-	2019-11-21	Product Differentiation Strategies	-
25	2019-11-22	Branding - Concept of Branding	-	2019-11-22	Branding - Concept of Branding	-
26	2019-11-27	4/e	-	2019-11-27	4/e	-
27	2019-11-28	Vikas. Pg 335-354.	-	2019-11-28	Vikas. Pg 335-354.	-
4						
28	2019-12-04	Concept, product hierarchy	-	2019-12-04	Concept, product hierarchy	-
29	2019-12-05	product line, product mix	-	2019-12-05	product line, product mix	-
30	2019-12-06	product mix strategies, Product life cycle and its strategies	-	2019-12-06	product mix strategies, Product life cycle and its strategies	-

31	2019-12-10	New Product Development, packing as a marketing tool	-	2019-12-10	New Product Development, packing as a marketing tool	-
32	2019-12-11	Role of labelling in packing	-	2019-12-11	Role of labelling in packing	-
33	2019-12-12	Case Study on " American Express ", Marketing Management: A South Asian Perspective–Kotler	-	2019-12-12	Case Study on " American Express ", Marketing Management: A South Asian Perspective–Kotler	-
34	2019-12-13	Keller, Koshy & Jha	-	2019-12-13	Keller, Koshy & Jha	Text 1
35	2019-12-17	14/e	-	2019-12-17	14/e	Text 1
36	2019-12-18	Pearson Education	-	2019-12-18	Pearson Education	Text 1
37	2019-12-19	2012. Pg 257-259	-	2019-12-19	2012. Pg 257-259	-
5						
38	2019-12-26	Significance of pricing, factor influencing pricing (Internal factor and External factor)	-	2019-12-26	Significance of pricing, factor influencing pricing(Internal factor and External factor)	Text 1
39	2019-12-27	objectives, Pricing Strategies-Value based	-	2019-12-27	objectives, Pricing Strategies-Value based	Text 1
40	2019-12-31	Cost based, Market based	-	2019-12-31	Cost based, Market based	Text 1
41	2020-01-01	Competitor based	-	2020-01-01	Competitor based	Text 1
42	2020-01-02	Pricing Procedure	-	2020-01-02	Pricing Procedure	Text 1
43	2020-01-03	Meaning, Purpose	-	2020-01-03	Meaning, Purpose	Text 1
44	2020-01-07	Factors Affecting Channel Choice, Channel Design	-	2020-01-07	Factors Affecting ChannelChoice, Channel Design	Text 1
45	2020-01-08	Channel Management Decision, Channel Conflict	-	2020-01-08	Channel Management Decision, Channel Conflict	Text 1
46	2020-01-09	Designing a physical Distribution System	-	2020-01-09	Designing a physical Distribution System	Text 1
47	2020-01-10	Network Marketing	-	2020-01-10	Network Marketing	Text 1
6						
48	2020-01-16	Integrated Marketing Communications (IMC)-communication objectives, steps in developing effective communication	-	2020-01-16	Integrated Marketing Communications (IMC)-communication objectives, steps in developing effective communication	Text 1
49	2020-01-17	Stages in designing message. Advertising: Advertising Objectives,Advertising Budget	-	2020-01-17	Stages in designing message. Advertising: Advertising Objectives, Advertising Budget	Text 1
50	2020-01-21	Advertising Copy, AIDA model	-	2020-01-21	Advertising Copy, AIDA model	Text 1
51	2020-01-21	Traditional Vs Modern Media- Online and Mobile Advertising, Social Media for Advertising	-	2020-01-21	Traditional Vs Modern Media- Online and MobileAdvertising, Social Media for Advertising	Text 1

52	2020-01-21	Tools and Techniques of sales promotion, Push-pull strategies of promotion	-	2020-01-21	Tools and Techniques of sales promotion, Push-pull strategies of promotion	Text 1
53	2020-01-21	Steps/process involved in Personal Selling,Publicity/ Public Relation-word of mouth, sponsorships	-	2020-01-21	Steps/process involved in Personal Selling, Publicity/ Public Relation-word of mouth, sponsorships	Text 1
54	2020-01-21	Basic concepts of e-commerce, e-marketing, m-Commerce, m-marketing, e-networking, CRM, MkIS, Marketing Planning: Meaning, Steps involved in Marketing planning,Marketing Audit-Meaning, components of Marketing Audit, Marketing Strategic Planning Process	-	2020-01-21	Basic concepts of e-commerce, e-marketing, m-Commerce, m-marketing, e-networking, CRM, MkIS, Marketing Planning: Meaning, Steps involved in Marketing planning, Marketing Audit- Meaning, componentsof Marketing Audit, Marketing Strategic Planning Process	Text 1
55	2020-01-21	Case Study on " Facebook ", Marketing Management: A South Asian Perspective–Kotler, Keller, Koshy & Jha, 14/e, Pearson Education, 2012. Pg 503-504	-	2020-01-21	Case Study on " Facebook ", Marketing Management: A South Asian Perspective–Kotler, Keller, Koshy & Jha, 14/e, Pearson Education, 2012. Pg 503-504	Text 1

6 . Course Information

6 . 2 . 1 Compliance Report

Semester : 1   **Section :** A   **Course :** MARKETING MANAGEMENT

Module No.	# of Classes Planned(till date)	Planned Effort(till date)	# of Classes Executed(till date)	Actual Efforts(till date)	% Coverage
1	9	7hrs 30min	9	7hrs 30min	100.0
2	8	6hrs 40min	8	6hrs 40min	100.0
3	10	8hrs 20min	10	8hrs 20min	100.0
4	10	8hrs 20min	10	8hrs 20min	100.0
5	10	8hrs 20min	10	8hrs 20min	100.0
6	8	6hrs 40min	8	6hrs 40min	100.0

HOD

6 . Course Information

6 . 2 . 2 CO PO Mapping

Slight (Low) = 1 ,   Moderate (Medium) = 2 ,   Substantial (High) = 3 .

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1					
CO 2					
CO 3					
CO 4					
CO 5					

HOD

6 . Course

6 . 2 . 3 CO-PSO Mapping

Slight (Low) = 1 ,   Moderate (Medium) = 2 ,   Substantial (High) = 3 .

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1					
CO 2					
CO 3					
CO 4					
CO 5					

HOD

6 . Course Information

6 . 3 Other Assessment

ASSIGNMENT/QUIZ/PRESENTATION/SEMINAR

: MARKETING MANAGEMENT   **:** 18MBA15

1	: 15
2019-11-03	: 3
: Apply	
: Marketing Challenges for 21st Century	

2	: 15
2019-12-31	: 3
: Apply	
: Marketing Analysis on Various Companies	

USN	Name	Assignment/quiz/ presentation/seminar 1	Assignment/quiz/ presentation/seminar 2
-	Aishwarya P	15	15
-	Anilkumar M	15	15
-	Anushree H S	15	15
-	Arpitha H S	15	15
-	Ashith Shetty K	15	15
-	Ayona	15	15
-	Chaithanya Kumar Shetty	15	15
-	Dheeraj	15	15
-	G S Poornachandra	15	15
-	Gleson Arron Lobo	15	15
-	Jagan T J	15	15
-	Jeevitha	15	15
-	Jyothi	15	15
-	Kavanashree H R	15	15
-	Krithikumari S	15	15
-	Lavina Joshal Dcosta	15	15
-	Madhushree K L	15	15
-	Mallika	15	15
-	Narasimharaja K	15	15
-	Nikita Ashok Algerikar	15	15
-	Nisarga Jain K B	15	15
-	Pavan K P	15	15
-	Pradeepa S	15	15
-	Prathish	15	15
-	Priyanka Revanakar	15	15
-	Punithkumar K B	15	15
-	Raghavendra Kulaakarni	15	15
-	Rajesh Dias	15	15

USN	Name	Assignment/quiz/ presentation/seminar 1	Assignment/quiz/ presentation/seminar 2
-	Rakshitha Kumari	15	15
-	Rashni	15	15
-	Reema Venisha Mendonca	15	15
-	S Prathiba	15	15
-	Sahana	15	15
-	Savitha	15	15
-	Shetty Krithi Krishnakumar	15	15
-	Shrinidhi	15	15
-	Sowjanya	15	15
-	Sudarshan Bhatta S V	15	15
-	Thanvi	15	15
-	Varshitha V	15	15
-	Varun Katti	15	15
-	Vikhyath	15	15

HOD

6 . Course Information

6 . 4 Internal Assessment

Internal : 1

Semester:1-Scheme 2018   Date : 16/11/2019

Subject : MARKETING MANAGEMENT (18MBA15)   Time : 09:30 - 11:00

Faculty : Priya Jyothi Sequeira   Max Marks: 50

		Part A			
		Answer any 2 questions			
1	a	Define Marketing	3	1	L2
1	b	Explain selling versus marketing	7	1	L2
1	c	Write a note on Macro environment	10	1	L2
2	a	What is marketing concept and societal concept. Give examples	3	1	L2
2	b	Explain the functions of Marketing	7	1	L2
2	c	Explain the stages of consumer purchase decision process	10	1	L2
3	a	Define Marketing	3	12	L2
3	b	Write a note on Buying Motives with appropriate examples	7	1	L2
3	c	Write a note on Marketing Myopia	10	2	L2
		Part B			
		Answer all questions			
4		Explain briefly Marketing new Trends, Opportunities and Challenges	10	2	L2

			Q1			Q2			Q3			Q4		
			a	b	c	a	b	c	a	b	c			
	Shrinidhi	P	1	0	6	0	6	6	0	0	0	2	21	Understand
	Dheeraj	P	1.5	5	5	1	0	0	0	0	0	4	16.5	Understand
	Anushree H S	P	1.5	1	4	0	6	7	0	0	0	0	19.5	Understand
	Aishwarya P	P	0	6	1	1	6	0	0	0	0	6	20	Understand
	Priyanka Revanakar	P	1.5	5	6	0	6	2	0	0	0	0	20.5	Understand

		Q1			Q2			Q3			Q4		
		a	b	c	a	b	c	a	b	c			
S Prathiba	P	1.5	5	5	0	0	0	0	0	0	0	11.5	Understand
Savitha	P	0	0	0	0	6.5	2	1	2	0	5	16.5	Understand
Anilkumar M	P	2.5	4	7	0	6	8	0	0	0	2	29.5	Understand
Gleson Arron Lobo	P	0	0	0	2	6.5	7	1.5	6	0	5	28	Understand
Lavina Joshal Dcosta	P	2.5	5	7	1.5	6	6	0	0	0	5	33	Understand
Narasimharaja K	P	1.5	0	2	1.5	4	3	0	0	0	6	18	Understand
Ashith Shetty K	P	2	5	6	0	0	0	0	0	0	4	17	Understand
Jyothi	P	2.5	5	7	1.5	6.5	7	0	0	0	5	34.5	Understand
Mallika	P	2	7	6	0	6.5	0	0	0	0	3	24.5	Understand
Varshitha V	P	2	6.5	6	0	6	7	0	0	0	0	27.5	Understand
Rajesh Dias	P	3	6.5	0	2	7	8.5	0	0	0	7	34	Understand
Rashni	P	0	0	0	0	4	8	0	6	7	8	33	Understand
Chaithanya Kumar Shetty	P	1.5	7	7	3	3	7	0	0	0	6	34.5	Understand
G S Poornachandra	P	1.5	0	4	0	4	1	0	0	0	0	10.5	Understand
Krithikumari S	P	1	4	2	0	6	0	0	0	0	3	16	Understand
Varun Katti	P	1.5	6	1	1	2	1	0	0	0	1	13.5	Understand
Punithkumar K B	P	1.5	0	3	0	5	6	0	0	0	0	15.5	Understand
Thanvi	P	1	6	7	2	6	8	0	0	0	7.5	37.5	Understand
Sowjanya	P	0	0	0	2.5	6.5	9	1.5	6	7	7	39.5	Understand
Pradeepa S	P	1.5	6	0	2.5	6	7.5	0	0	0	9	32.5	Understand
Reema Venisha Mendonca	P	0.5	4	6	0	5	8	0	0	0	6	29.5	Understand
Kavanashree H R	P	2.5	6	7	1	6	1	0	0	0	7	30.5	Understand
Jeevitha	P	2.5	6.5	9	0	0	0	2.5	4.5	6	4	35	Understand
Vikhyath	P	2.5	6.5	8.5	2.5	7	0	0	0	0	9	36	Understand
Prathish	P	2	5	3	0	6	0	0	0	0	4	20	Understand
Raghavendra Kulaakarni	P	0	1	0	0	1	0	0	0	0	1	3	No Level
Ayona	P	2.5	7	8	0	0	0	0	1	9	9	36.5	Understand
Madhushree K L	P	2.5	4	4	1	3	3	0	0	0	2	19.5	Understand
Rakshitha Kumari	P	0	0	0	1.5	6.5	8	2.5	6	7	8.5	40	Understand
Nikita Ashok Algerikar	P	1.5	6	3	1	6	2	0	0	0	6	25.5	Understand
Sahana	P	2.5	5	7	2.5	6	6	0	0	0	5	34	Understand
Jagan T J	P	0	0	0	0	6	6	0	5	0	3	20	Understand
Nisarga Jain K B	P	2.5	7	9	1.5	6.5	0	0	0	0	6	32.5	Understand
Pavan K P	P	1.5	6	4	2	6	9	0	0	0	6	34.5	Understand
Arpitha H S	P	2.5	5	8	1.5	7	0	0	0	0	6	30	Understand

			Q1			Q2			Q3			Q4			
			a	b	c	a	b	c	a	b	c				
Sudarshan Bhatta S V	P		1	6	0	1.5	0	0	0	0	0	3	11.5	Understand	
Shetty Krithi Krishnakumar	P		0	0	0	1	6.5	8	2.5	6	8	5	37	Understand	

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

Internal : 2

Semester:1-Scheme 2018   Date : 14/12/2019

Subject : MARKETING MANAGEMENT (18MBA15)   Time : 09:30 - 11:00

Faculty : Priya Jyothi Sequeira   Max Marks: 50

		Part A			
		Answer any 2 questions			
1	a	Define Market segmentation with an example	3	1	L2
1	b	Explan the criteria for effective market segmentation	7	1	L2
1	c	Briefly explain bases for segmentation	10	1	L2
2	a	What is a Brand. Give examples	3	1	L2
2	b	Explain the functions of of Brand	7	1	L2
2	c	Briefly explain product differentiation strartegies	10	1	L2
3	a	Define positioning with an example	3	2	L2
3	b	Briefly evaluate factors effecting consumer behaviour	7	1	L2
3	c	Explain Black box model with a diagram	10	2	L2
		Part B			
		Answer all questions			
4		Design a marketing mix for following products. a). Portable MP3 Player b). Branded wheat flour c). Smartphone d). Restaurant	10	2	L3

			Q1			Q2			Q3			Q4		
			a	b	c	a	b	c	a	b	c			
Shrinidhi	P		0	6	4	2	4	8	0	0	0	7	31	Apply
Dheeraj	P		2.5	6.5	8	2.5	4.5	10	0	0	0	6	40	Apply
Anushree H S	P		1.5	3	9	2.5	4	9	0	0	0	1.5	30.5	Understand
Aishwarya P	P		3	1	9	3	6.5	10	0	0	0	1	33.5	Understand
Priyanka Revanakar	P		2.5	3	8.5	1.5	7	9	0	0	0	1.5	33	Understand
S Prathiba	P		3	1.5	10	3	7	10	0	0	0	0	34.5	Understand
Savitha	P		1.5	6	8	0	0	0	2.5	1.5	8	0	27.5	Understand

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

		Q1			Q2			Q3			Q4		
		a	b	c	a	b	c	a	b	c			
Anilkumar M	P	2.5	5	7	0	0	0	2	4	8	8	36.5	Apply
Gleson Arron Lobo	P	2.5	7	6	2.5	6	8	0	0	0	7	39	Apply
Lavina Joshal Dcosta	P	3	6.5	8.5	0	0	0	3	7	8	8	44	Apply
Narasimharaja K	P	2.5	1	7	0	0	0	2	6	8	8	34.5	Apply
Ashith Shetty K	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
Jyothi	P	2.5	4	8.5	0	0	0	1.5	5	9	8	38.5	Apply
Mallika	P	1.5	4	7	1.5	5	6	0	0	0	3	28	Understand
Varshitha V	P	2.5	6	10	0	0	0	2.5	5	10	3.5	39.5	Understand
Rajesh Dias	P	3	6.5	9	3	7	9	0	0	0	8	45.5	Apply
Rashni	P	2.5	5.5	9	2.5	6	8	0	0	0	4	37.5	Understand
Chaithanya Kumar Shetty	P	2	4	6	2.5	5	8	0	0	0	6	33.5	Apply
G S Poornachandra	P	2	6.5	8	2	4	8	0	0	0	6	36.5	Apply
Krithikumari S	P	2.5	4	8	2	6	9	0	0	0	2	33.5	Understand
Varun Katti	P	2.5	1	1.5	3	6.5	8	0	0	0	8	30.5	Apply
Punithkumar K B	P	2.5	7	8	2	3	7	0	0	0	3	32.5	Understand
Thanvi	P	2.5	6.5	10	2.5	7	9	0	0	0	2	39.5	Understand
Sowjanya	P	3	7	7	3	7	9	0	0	0	6	42	Apply
Pradeepa S	P	3	6	7	0	0	0	2.5	6.5	9	8	42	Apply
Reema Venisha Mendonca	P	3	7	9.5	0	0	0	2.5	2	6	9	39	Apply
Kavanashree H R	P	2.5	5.5	9	2.5	6	7	0	0	0	8	40.5	Apply
Jeevitha	P	0	0	0	2.5	7	10	1	7	9	7	43.5	Apply
Vikhyath	P	2	6	10	3	7	10	0	0	0	0	38	Understand
Prathish	P	3	1	8	0	0	0	3	5	6	9	35	Apply
Raghavendra Kulaakarni	P	1	4	7	0	4	8	0	0	0	3	27	Understand
Ayona	P	3	7	10	2	7	9	0	0	0	8	46	Apply
Madhushree K L	P	2.5	6.5	10	2.5	7	10	0	0	0	3	41.5	Understand
Rakshitha Kumari	P	3	6	9	2	7	9	0	0	0	8	44	Apply
Nikita Ashok Algerikar	P	2.5	4	9	2.5	5	9	0	0	0	3	35	Understand
Sahana	P	3	4	9	2.5	7	8.5	0	0	0	1	35	Understand
Jagan T J	P	3	0	10	2.5	6	9	0	0	0	0	30.5	Understand
Nisarga Jain K B	P	0	0	0	2.5	7	9	2	1	7	0	28.5	Understand
Pavan K P	P	2.5	7	8	0	0	0	3	7	8	8	43.5	Apply
Arpitha H S	P	3	4	8.5	3	7	10	0	0	0	0	35.5	Understand
Sudarshan Bhatta S V	P	0	5	8	2.5	0	7	0	0	0	8	30.5	Apply

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

		Q1			Q2			Q3			Q4		
		a	b	c	a	b	c	a	b	c			
Shetty Krithi Krishnakumar	P	2.5	7	10	2.5	6.5	9	0	0	0	8	45.5	Apply

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

Internal : 3

Semester:1-Scheme 2018

Date : 18/01/2020

Subject : MARKETING MANAGEMENT (18MBA15)

Time : 09:30 - 11:00

Faculty : Priya Jyothi Sequeira

Max Marks: 50

		Part A			
		Answer any 2 questions			
1	a	What is product width?	3	1	L2
1	b	Explain the channel design decision.	7	2	L2
1	c	Explain the various kinds of pricing strategies	10	2	L2
2	a	What is Packaging?	3	2	L2
2	b	What is channel conflict? Explain the causes for channel conflict.	7	2	L2
2	c	Highlight the effective steps in communication process.	10	2	L2
3	a	What is Skimming pricing?	3	2	L2
3	b	What is product mix? Explain the four dimensions of product mix	7	2	L2
3	c	Explain the various stages of PLC with its relevant marketing strategies	10	2	L2
		Part B			
		Answer all questions			
4		Case Study: HSK ltd is a fast growing fast food company. It has 42 product lines consisting of Pizza, Burgers, Sandwich, Chats, etc. It had a wide distribution network throughout the country catering through the retailers. It has top brand ambassadors. The products are advertised in various visual and print medias such as television, magazines, newspapers etc. The company has earned goodwill and surplus profits. Being successful in fast food industry the management decided to enter into ice-cream segment in all major cities of the country. India's current ice-cream market is worth Rs. 3000cr, including the unorganized sector. There are few strong competitors existing in all major cities. The management decided to first conduct a market survey to understand the present market conditions. The company plans to invite top film stars and leading sports stars for inauguration. Questions : a). What is a product mix? State the product mix of HSK Ltd. (02 Marks) b). What are the factors	10	2	L5

that drive the customers towards ice-cream shop? 04 Marks)
c). In the present market conditions do you suggest HSK to diversify into new business? Justify your answer.   (04 Marks)
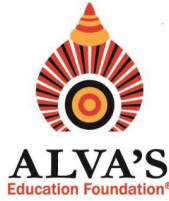
		Q1			Q2			Q3			Q4		
		a	b	c	a	b	c	a	b	c			
Shrinidhi	P	2	3	8	1	4	8	0	0	0	5.5	31.5	Evaluate
Dheeraj	P	2	6	6	0	0	0	1	5	8	6	34	Evaluate
Anushree H S	P	0	3.5	9	2.5	3.5	0	0	0	0	7	25.5	Evaluate
Aishwarya P	P	0	0	0	2.5	4	9.5	3	5.5	8	8	40.5	Evaluate
Priyanka Revanakar	P	2	6	3	0	0	0	0	5	6.5	6	28.5	Evaluate
S Prathiba	P	2.5	2	7	0	5	8.5	0	0	0	2.5	27.5	Understand
Savitha	P	2	0	0	2	6	6	2.5	4	8	0	28.5	Understand
Anilkumar M	P	2.5	6	8.5	0	0	0	2.5	3	6	8	36.5	Evaluate
Gleson Arron Lobo	P	2	7	8	0	0	0	2.5	6	9	0	34.5	Understand
Lavina Joshal Dcosta	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
Narasimharaja K	P	2	5	7	0	0	0	2.5	4	8	8	36.5	Evaluate
Ashith Shetty K	P	1.5	6	6	0	0	0	1.5	5.5	7.5	4	32	Understand
Jyothi	P	1.5	6	9	0	0	0	3	6	9.5	8	43	Evaluate
Mallika	P	1.5	6	8	0	0	0	2.5	4	9	7	38	Evaluate
Varshitha V	P	1	6	0	2.5	2.5	8	0	0	0	6	26	Evaluate
Rajesh Dias	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
Rashni	P	0	0	0	2.5	6.5	9	2.5	5.5	9	8.5	43.5	Evaluate
Chaithanya Kumar Shetty	P	2.5	0	0	2.5	7	9	2.5	6	7	4.5	38.5	Understand
G S Poornachandra	P	1	5	8	2.5	4	8	0	0	0	7.5	36	Evaluate
Krithikumari S	P	2	6	3	0	0	0	0	5	6.5	6	28.5	Evaluate
Varun Katti	P	0	0	0	2.5	6	8	2.5	3	0	8.5	30.5	Evaluate
Punithkumar K B	P	0	0	8	0	2	5	0	0	0	0	15	Understand
Thanvi	P	3	0	1	0	0	0	3	6.5	10	8.5	32	Evaluate
Sowjanya	P	3	7	9.5	0	0	0	3	7	9	9	47.5	Evaluate
Pradeepa S	P	2.5	6	7	0	0	0	0	2	8	8	33.5	Evaluate
Reema Venisha Mendonca	P	2	6	8	0	0	0	2.5	4	9	7.5	39	Evaluate
Kavanashree H R	P	0	7	9	2	2	9.5	0	0	0	8	37.5	Evaluate
Jeevitha	P	2.5	3	8.5	0	0	0	1	6	7	8	36	Evaluate
Vikhyath	P	2.5	2	8	2	7	10	0	0	0	8.5	40	Evaluate
Prathish	P	2	2	8	2.5	6	7	0	0	0	7.5	35	Evaluate

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

		Q1			Q2			Q3			Q4			
		a	b	c	a	b	c	a	b	c				
Raghavendra Kulaakarni	P	0	0	0	0	0	7	0	6	8	4	25	Understand
Ayona	P	2.5	7	10	0	0	0	3	7	10	9	48.5	Evaluate
Madhushree K L	P	0	0	0	3	6.5	9	2.5	7	8.5	8	44.5	Evaluate
Rakshitha Kumari	P	3	6	10	0	0	0	2.5	7	8	8.5	45	Evaluate
Nikita Ashok Algerikar	P	3	5	10	0	0	0	2.5	5.5	7	7	40	Evaluate
Sahana	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
Jagan T J	P	0	0	2	0	0	0	0	0	0	8	10	Evaluate
Nisarga Jain K B	P	2.5	7	8.5	1	6.5	10	0	0	0	8.5	44	Evaluate
Pavan K P	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
Arpitha H S	P	0	0	0	2	6.5	9	0	7	8	6	38.5	Evaluate
Sudarshan Bhatta S V	P	0	0	0	0	0	0	1	0	6	9	16	Evaluate
Shetty Krithi Krishnakumar	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Master of Business Administration (MBA)

Course Name : MARKETING MANAGEMENT **(** 18MBA15 **)**

Class : Semester 1 B

Ms Priya Jyothi Sequeira
Assistant Professor,
2019-20

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

1 . Faculty Details

Name	:	Ms Priya Jyothi Sequeira
Qualification	:	Others
Department	:	MBA
Permanent Address	:	
Phone Number	:	8904142098
Email ID	:	priyakwt@gmail.com
Specimen Signature	:	_____

HOD

2 . Course Allotted

Allotted Duty	Course Title	Course Code
Theory 1	SERVICES MARKETING	18MBAMM303
Theory 2	MARKETING MANAGEMENT	18MBA15
Theory 3	CONSUMER BEHAVIOR	18MBAMM301

HOD

3 . Academic calendar 2019-20 (Semester 1)

Date	Day	Event
26 Aug 2019	MONDAY	Term End Date
2 Sep 2019	MONDAY	Ganesha Chaturthi
10 Sep 2019	TUESDAY	Moharam
19 Sep 2019	THURSDAY	Internal Assessment-I for 3rd semester MBA
20 Sep 2019	FRIDAY	Internal Assessment-I for 3rd semester MBA
21 Sep 2019	SATURDAY	Internal Assessment-I for 3rd semester MBA
28 Sep 2019	SATURDAY	Mahalaya Amavase
30 Sep 2019	MONDAY	Commencement of 1st semester MBA
1 Oct 2019	TUESDAY	Induction program for 1st semester MBA
2 Oct 2019	WEDNESDAY	Gandhi Jayanthi
2 Oct 2019	WEDNESDAY	Induction program for 1st semester MBA
3 Oct 2019	THURSDAY	Induction program for 1st semester MBA
4 Oct 2019	FRIDAY	Induction program for 1st semester MBA
5 Oct 2019	SATURDAY	Induction program for 1st semester MBA
7 Oct 2019	MONDAY	Ayudha Pooja
8 Oct 2019	TUESDAY	Vijayadashami
24 Oct 2019	THURSDAY	Internal assessment-II for 3rd semester MBA
25 Oct 2019	FRIDAY	Internal assessment-II for 3rd semester MBA
26 Oct 2019	SATURDAY	Internal assessment-II for 3rd semester MBA
27 Oct 2019	SUNDAY	Naraka Chaturdashi
29 Oct 2019	TUESDAY	Balipadyami Diwali
1 Nov 2019	FRIDAY	Kannada Rajyotsava
10 Nov 2019	SUNDAY	Id- Milad

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

Date	Day	Event
14 Nov 2019	THURSDAY	Internal Assessment-I for 1st semester MBA
15 Nov 2019	FRIDAY	Internal Assessment-I for 1st semester MBA
16 Nov 2019	SATURDAY	Internal Assessment-I for 1st semester MBA
26 Nov 2019	TUESDAY	Kanakadasa Jayanthi
2 Dec 2019	MONDAY	Internal assessment-III for 3rd semester MBA
3 Dec 2019	TUESDAY	Internal assessment-III for 3rd semester MBA
4 Dec 2019	WEDNESDAY	Internal assessment-III for 3rd semester MBA
5 Dec 2019	THURSDAY	Last Working Day for 3rd semester MBA
12 Dec 2019	THURSDAY	Internal assessment-II for 1st semester MBA
13 Dec 2019	FRIDAY	Internal assessment-II for 1st semester MBA
14 Dec 2019	SATURDAY	Internal assessment-II for 1st semester MBA
25 Dec 2019	WEDNESDAY	Christmas
15 Jan 2020	WEDNESDAY	Uttarayana Punyakala Makara Sankranti Festival
16 Jan 2020	THURSDAY	Internal assessment-III for 1st semester MBA
17 Jan 2020	FRIDAY	Internal assessment-III for 1st semester MBA
18 Jan 2020	SATURDAY	Internal assessment-III for 1st semester MBA
21 Jan 2020	TUESDAY	Last Working Day for 1st semester MBA
31 Jan 2020	FRIDAY	Term not found

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

4 . Timetable

	1	2	3	4		5	6
	09:00 AM 09:50 AM	09:50 AM 10:40 AM	11:00 AM 11:50 AM	11:50 AM 12:40 PM	12:40 PM 01:40 PM	01:40 PM 02:30 PM	02:30 PM 03:20 PM
MON			MBA 18MBAMM301 / 18MBAMM301 MBA Semester 3 HM / FM			MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 HM / FM	MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 HM / FM
TUE	MBA 18MBA15 MBA Semester 1 B		MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 HM / FM	MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 FM / HM		MBA 18MBA15 MBA Semester 1 A	
WED		MBA 18MBAMM301 / 18MBAMM301 MBA Semester 3 HM / FM		MBA 18MBA15 MBA Semester 1 A		MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 HM / FM	
THU	MBA 18MBA15 MBA Semester 1 B		MBA 18MBAMM301 / 18MBAMM301 MBA Semester 3 HM / FM			MBA 18MBA15 MBA Semester 1 A	
FRI		MBA 18MBA15 MBA Semester 1 B		MBA 18MBA15 MBA Semester 1 A			MBA 18MBA15 MBA Semester 1 B
SAT	MBA 18MBAMM301 / 18MBAMM301 MBA Semester 3 FM / HM			MBA 18MBAMM303 / 18MBAMM303 MBA Semester 3 FM / HM			

HOD

5 . Department Details

5 . 1 Preliminary Information

PROGRAM OUTCOMES(PO's)

1. **Apply knowledge of management theories and practices to solve business problems :** Apply knowledge of management theories and practices to solve business problems.

2. **Foster Analytical and critical thinking abilities for data-based decision making :** Foster Analytical and critical thinking abilities for data-based decision making.

3. **Ability to develop Value based Leadership ability :** Ability to develop Value based Leadership ability

4. **Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business :** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business

5. **Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment :** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment

PROGRAM SPECIFIC OUTCOMES(PSO's)

PSO 1 : Graduates will be able to understand, analyze and work with financial data and provide desired solutions to the stakeholders

PSO 2 : Graduates will be able to use technology with use in their specific domain of expertise

PSO 3 : Graduates will be endowed with life long learning skills, critical thinking skills and research outlook

PSO 4 : Prepared graduates for entrepreneurship, ethical leadership and social value creation

PSO 5 : Developed graduates for corporate jobs with global outlook

HOD

6 . Course Information

6 . 1 Course Content

Title of the Course : MARKETING MANAGEMENT

Semester : 1   **Academic Year : 2019-20**

Subject Code : 18MBA15	IA Marks : 20
Hours/week : 3	Total Hours : 52
Exam Hours : 3	Exam Marks : 80
Course Plan Author : Priya Jyothi Sequeira	Planned Date : 2019-10-09
Checked by : Dr Claret Mendonca	At the end of this course student will be able to : 2019-10-09

Objectives: To enable students

1 . Make students have an understanding of the fundamental concepts of marketing & the environment in which marketing system operates.

2 . To analyze the motives influencing buying behaviour & Describe major bases for segment marketing, target marketing, and market positioning

3 . Identify a Conceptual framework, covering basic elements of the marketing mix.

4 . To understand fundamental premise underlying market driven strategies.

Course Outcomes (COs) :

1 . Develop an ability to assess the impact of the environment on marketing function.

2 . To formulate marketing strategies that incorporate psychological and sociological factors which influence buying.

3 . Explain how companies identify attractive market segments, differentiate and position their products for maximum competitive advantage in the market place.

4 . Build marketing strategies based on product, price, place and promotion objectives.

5 . Synthesize ideas into a viable marketing plan

6 . Course Information

6 . 1 . 1 Course Syllabus

**Objectives: To enable students Title of the
Course :** MARKETING MANAGEMENT

Subject Code : 18MBA15

Module 1

Introduction to Marketing :

Introduction, Definitions of market and marketing, Selling Vs marketing, The Exchange Process, Elements of Marketing Concept, Functions of Marketing, Old Concept or Product- oriented Concept, New or Modern or Customer- oriented Concept, Marketing Myopia, Marketing Environment analysis, (Micro and Macro), Marketing in the 21st century opportunities, challenges & Ethics

Module 2

Buyer Behavior Analysis :

Meaning and Characteristics, Importance, Factors Influencing Consumer Behaviour, Consumer Purchase Decision Process, Buying Roles, Buying Motives, The black box model of consumer behaviour. B2B marketing Vs Consumer Marketing

Case Study :

Case Study on " Barista Lavazza", Marketing Management, Arun Kumar & Meenakshi N, 2/e, Vikas, 2012.Pg 33-34

Module 3

Market Segmentation, Targeting & Positioning :

Concept of Market Segmentation, Benefits, Requisites of Effective Segmentation, Bases for Segmenting Consumer Markets, Market Segmentation Strategies, Targeting - Bases for identifying target Customer target Marketing strategies, Positioning - Meaning, Product Differentiation Strategies, Tasks involved in Positioning, Branding - Concept of Branding, Types, Brand Equity, Branding strategies

Case Study :

Case Study on " Marketing of Tata's Nano in India ", Marketing in India: Text and Cases- Neelamegham S, 4/e, Vikas. Pg 335-354.

Module 4

Managing the Product :

Concept, product hierarchy, product line, product mix, product mix strategies, Product life cycle and its strategies, New Product Development, packing as a marketing tool, Role of labelling in packing

Case Study :

Case Study on " American Express ", Marketing Management: A South Asian Perspective–Kotler, Keller, Koshy & Jha, 14/e, Pearson Education, 2012. Pg 257-259

Module 5

Pricing decisions :

Significance of pricing, factor influencing pricing (Internal factor and External factor), objectives, Pricing Strategies-Value based, Cost based, Market based, Competitor based, Pricing Procedure

Marketing Channels :

Meaning, Purpose, Factors Affecting Channel Choice, Channel Design, Channel Management Decision, Channel Conflict, Designing a physical Distribution System, Network Marketing

Module 6

Promotion Strategy :

Integrated Marketing Communications (IMC)- communication objectives, steps in developing effective communication, Stages in designing message. Advertising: Advertising Objectives, Advertising Budget, Advertising Copy, AIDA model, Traditional Vs Modern Media- Online and Mobile Advertising, Social Media for Advertising

Sales Promotion :

Tools and Techniques of sales promotion, Push-pull strategies of promotion

Personal selling :

Steps/process involved in Personal Selling, Publicity/Public Relation-word of mouth, sponsorships

Database marketing :

Basic concepts of e-commerce, e-marketing, m-Commerce, m-marketing, e-networking, CRM, MkIS, Marketing Planning: Meaning, Steps involved in Marketing planning, Marketing Audit- Meaning, components of Marketing Audit, Marketing Strategic Planning Process

Case Study :

Case Study on " Facebook ", Marketing Management: A South Asian Perspective–Kotler, Keller, Koshy & Jha, 14/e, Pearson Education, 2012. Pg 503-504

6 . Course Information

6 . 1 . 2 Text Books and Reference Books

TEXT BOOKS :

1 . Marketing Management: A South Asian Perspective–Kotler, Keller, Koshy & Jha, 13/e, Pearson Education, 2012

2 . Marketing- Lamb, Hair, Mc Danniel, 7/e, Cengage Learning 2012.

3 . Marketing Management, Tapan Panda, 2/e, Excel Publication.

REFERENCE BOOKS :

1 . Marketing Management, Arun Kumar & Meenakshi N, 2/e, Vikas, 2012

2 . Marketing in India: Text and Cases- Neelamegham S, 4/e, Vikas.

3 . Fundamentals of Marketing Management, Etzel M.J BJ Walker & William J. Stanton, 14/e, TMH, 2012.

HOD

6 . Course Information

6 . 2

Semester : 1   **Section :** B   **Course :** MARKETING MANAGEMENT

P e r i o d	Planned			Execution		
	Date	Topic	Source material to be referred	Date	Topic	Source material to be referred
1						
1	2019-10-10	Introduction, Definitions of market and marketing	Text 1	2019-10-10	Introduction, Definitions of market and marketing	Text 1
2	2019-10-11	Selling Vs marketing, The Exchange Process	Text 1	2019-10-11	Selling Vs marketing, The Exchange Process	Text 1
3	2019-10-11	Elements of Marketing Concept, Functions of Marketing	Text 1	2019-10-11	Elements of Marketing Concept, Functions of Marketing	Text 1
4	2019-10-15	Old Concept or Product-oriented Concept, New or Modern or Customer-oriented Concept	Text 1	2019-10-15	Old Concept or Product-oriented Concept, New or Modern or Customer-oriented Concept	Text 1
5	2019-10-17	Marketing Myopia	Text 3	2019-10-17	Marketing Myopia	Text 3
6	2019-10-18	Marketing Environment analysis	Text 1	2019-10-18	Marketing Environment analysis	Text 1
7	2019-10-18	(Micro and Macro)	Text 1	2019-10-18	(Micro and Macro)	Text 1
8	2019-10-22	Marketing in the 21st century opportunities	Text 1	2019-10-22	Marketing in the 21st century opportunities	Text 1
9	2019-10-24	challenges & Ethics	Text 1	2019-10-24	challenges & Ethics	Text 1
2						
10	2019-10-25	Meaning and Characteristics, Importance	Text 1	2019-10-25	Meaning and Characteristics, Importance	Text 1
11	2019-10-25	Factors Influencing Consumer Behaviour, Factors Influencing Consumer Behaviour	Text 1	2019-10-25	Factors Influencing Consumer Behaviour, Factors Influencing Consumer Behaviour	Text 1
12	2019-10-31	Consumer Purchase Decision Process	Text 1	2019-10-31	Consumer Purchase Decision Process	Text 1
13	2019-11-05	Buying Roles	Text 1	2019-11-05	Buying Roles	Text 1
14	2019-11-07	The black box model ofconsumer behaviour. B2B marketing Vs Consumer Marketing	Text 1	2019-11-07	The black box model ofconsumer behaviour. B2B marketing Vs Consumer Marketing	Text 1

15	2019-11-08	The black box model ofconsumer behaviour. B2B marketing Vs Consumer Marketing, introduction to b2b marketing	Text 1	2019-11-08	The black box model ofconsumer behaviour. B2B marketing Vs Consumer Marketing, introduction to b2b marketing	Text 1
16	2019-11-08	The black box model ofconsumer behaviour. B2B marketing Vs Consumer Marketing	Text 1	2019-11-08	The black box model ofconsumer behaviour. B2B marketing Vs Consumer Marketing	Text 1
17	2019-11-12	Case Study on " Barista Lavazza", Case Study on " Barista Lavazza"	Text 1	2019-11-12	Case Study on " Barista Lavazza", Case Study on " Barista Lavazza"	Text 1
3						
18	2019-11-14	Bases for Segmenting Consumer Markets, Market Segmentation Strategies, Market Segmentation Strategies	-	2019-11-14	Bases for Segmenting Consumer Markets, Market Segmentation Strategies, Market Segmentation Strategies	-
19	2019-11-15	Positioning - Meaning, Tasks involved in Positioning	Text 1	2019-11-15	Positioning - Meaning, Tasks involved in Positioning	Text 1
20	2019-11-15	Branding - Concept of Branding, Types	Text 1	2019-11-15	Branding - Concept of Branding, Types	Text 1
21	2019-11-19	Brand Equity, Branding strategies	Text 1	2019-11-19	Brand Equity, Branding strategies	Text 1
22	2019-11-21	Market Segmentation Strategies	Text 1	2019-11-21	Market Segmentation Strategies	Text 1
23	2019-11-22	Product Differentiation Strategies, Product Differentiation Strategies	Text 1	2019-11-22	Product Differentiation Strategies, Product Differentiation Strategies	Text 1
24	2019-11-22	Brand Equity, Branding strategies	Text 1	2019-11-22	Brand Equity, Branding strategies	Text 1
25	2019-11-28	Case Study on " Marketing of Tata's Nano in India "	Text 1	2019-11-28	Case Study on " Marketing of Tata's Nano in India "	Text 1
26	2019-11-29	Marketing in India: Text and Cases- Neelamegham S	-	2019-11-29	Marketing in India: Text and Cases- Neelamegham S	-
4						
27	2019-12-05	Concept, product hierarchy	Text 1	2019-12-05	Concept, product hierarchy	Text 1
28	2019-12-06	product line, product mix	Text 1	2019-12-06	product line, product mix	Text 1
29	2019-12-06	product mix, product mix strategies	Text 1	2019-12-06	product mix, product mix strategies	Text 1
30	2019-12-10	Product life cycle and its strategies	Text 1	2019-12-10	Product life cycle and its strategies	Text 1
31	2019-12-12	New Product Development	Text 1	2019-12-12	New Product Development	Text 1
32	2019-12-13	packing as a marketing tool	Text 1	2019-12-13	packing as a marketing tool	Text 1
33	2019-12-13	Role of labelling in packing	Text 1	2019-12-13	Role of labelling in packing	Text 1
34	2019-12-17	Case Study on " American Express "	Text 1	2019-12-17	Case Study on " American Express "	Text 1

35	2019-12-19	Case Study on " American Express "	Text 1	2019-12-19	Case Study on " American Express "	Text 1
			5			
36	2019-12-20	Significance of pricing, factor influencing pricing (Internal factor and External factor)	-	2019-12-20	Significance of pricing, factor influencing pricing(Internal factor and External factor)	Text 1
37	2019-12-20	objectives, Pricing Strategies-Value based	-	2019-12-20	objectives, Pricing Strategies-Value based	Text 1
38	2019-12-24	Cost based, Market based	-	2019-12-24	Cost based, Market based	Text 1
39	2019-12-26	Competitor based	-	2019-12-26	Competitor based	Text 1
40	2019-12-27	Pricing Procedure	-	2019-12-27	Pricing Procedure	Text 1
41	2019-12-27	Meaning, Purpose	-	2019-12-27	Meaning, Purpose	Text 1
42	2019-12-31	Factors Affecting Channel Choice, Channel Design	-	2019-12-31	Factors Affecting ChannelChoice, Channel Design	Text 1
43	2020-01-02	Channel Management Decision, Channel Conflict	-	2020-01-02	Channel Management Decision, Channel Conflict	Text 1
44	2020-01-03	Designing a physical Distribution System	-	2020-01-03	Designing a physical Distribution System	Text 1
45	2020-01-03	Network Marketing	-	2020-01-03	Network Marketing	Text 1
			6			
46	2020-01-10	Integrated Marketing Communications (IMC)- communication objectives, steps in developing effective communication, Stages in designing message. Advertising: Advertising Objectives,Advertising Budget	-	2020-01-10	Integrated Marketing Communications (IMC)-communication objectives, steps in developing effective communication, Stages in designing message. Advertising: Advertising Objectives, Advertising Budget	Text 1
47	2020-01-10	Advertising Copy, AIDA model, Traditional Vs Modern Media- Online and Mobile Advertising, Social Media for Advertising	-	2020-01-10	Advertising Copy, AIDA model, Traditional Vs Modern Media- Online and MobileAdvertising, Social Media for Advertising	Text 1
48	2020-01-14	Tools and Techniques of sales promotion	-	2020-01-14	Tools and Techniques of sales promotion	Text 1
49	2020-01-16	Push-pull strategies of promotion	-	2020-01-16	Push-pull strategies of promotion	Text 3
50	2020-01-17	Steps/process involved in Personal Selling,Publicity/ Public Relation-word of mouth	-	2020-01-17	Steps/process involved in Personal Selling, Publicity/ Public Relation-word of mouth	Text 1
51	2020-01-17	sponsorships	-	2020-01-17	sponsorships	Text 1

52	2020-01-21	Basic concepts of e-commerce, e-marketing, m-Commerce, m-marketing, e-networking, CRM	-	2020-01-21	Basic concepts of e-commerce, e-marketing, m-Commerce, m-marketing, e-networking, CRM	-
53	2020-01-21	MkIS, Marketing Planning: Meaning, Steps involved in Marketing planning,Marketing Audit- Meaning, components of Marketing Audit, Marketing Strategic Planning Process	-	2020-01-21	MkIS, Marketing Planning: Meaning, Steps involved in Marketing planning, Marketing Audit- Meaning, componentsof Marketing Audit, Marketing Strategic Planning Process	Text 1
54	2020-01-21	Case Study on " Facebook ", Marketing Management: A South Asian Perspective–Kotler, Keller, Koshy & Jha	-	2020-01-21	Case Study on " Facebook ", Marketing Management: A South Asian Perspective–Kotler, Keller, Koshy & Jha	Text 1
55	2020-01-21	2012. Pg 503-504, Case Study on " Facebook "	Text 1	2020-01-21	2012. Pg 503-504, Case Study on " Facebook "	Text 1

6 . Course Information

6 . 2 . 1 Compliance Report

Semester : 1   **Section :** B   **Course :** MARKETING MANAGEMENT

Module No.	# of Classes Planned(till date)	Planned Effort(till date)	# of Classes Executed(till date)	Actual Efforts(till date)	% Coverage
1	9	7hrs 30min	9	7hrs 30min	100.0
2	8	6hrs 40min	8	6hrs 40min	100.0
3	9	7hrs 30min	9	7hrs 30min	100.0
4	9	7hrs 30min	9	7hrs 30min	100.0
5	10	8hrs 20min	10	8hrs 20min	100.0
6	10	8hrs 20min	10	8hrs 20min	100.0

HOD

6 . Course Information

6 . 2 . 2 CO PO Mapping

Slight (Low) = 1 ,   Moderate (Medium) = 2 ,   Substantial (High) = 3 .

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1					
CO 2					
CO 3					
CO 4					
CO 5					

HOD

6 . Course

6 . 2 . 3 CO-PSO Mapping

Slight (Low) = 1 ,   Moderate (Medium) = 2 ,   Substantial (High) = 3 .

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1					
CO 2					
CO 3					
CO 4					
CO 5					

HOD

6 . Course Information

6 . 3 Other Assessment

ASSIGNMENT/QUIZ/PRESENTATION/SEMINAR

: MARKETING MANAGEMENT   **:** 18MBA15

1	**:** 15
2019-11-03	**:** -
: Apply	
: Marketing Challenges for 21st Century	

2	**:** 15
2019-12-31	**:** -
: Apply	
: Marketing Analysis on Various Companies	

USN	Name	Assignment/quiz/ presentation/seminar 1	Assignment/quiz/ presentation/seminar 2
-	Akhila Rai	15	15
-	Annapoorna P	15	15
-	Arjun B R	15	15
-	Arunkumar N	15	15
-	Ashwini Kumari	15	15
-	Bindu S Reddy	15	15
-	Dayananda	15	15
-	Fredin Sebastian	15	15
-	Gelinta Theres	15	15
-	Hemanthakumara	15	15
-	Jayakumar Jain	15	15
-	Josline Cardoza	15	15
-	Kajal	15	15
-	Keerthana Jingade J	15	15
-	Lathesh Kumar M N	15	15
-	Lekhana R V	15	15
-	Mahalakshmee	15	15
-	Muhammed Jaseem K	15	15
-	Narayanaswamy G H	15	15
-	Nireeksha Jain	15	15
-	Nisarga V P	15	15
-	Pooja B R	15	15
-	Prajwal Joel Dsouza	15	15
-	Preethesh L Kotian	15	15
-	Radhika Bhat M	15	15
-	Rajashree T	15	15
-	Rakshith	15	15
-	Ranjitha O	15	15

USN	Name	Assignment/quiz/ presentation/seminar 1	Assignment/quiz/ presentation/seminar 2
-	Ravishankar A S	15	15
-	Roshel Pinto	15	15
-	Sagar D	15	15
-	Sanketh Devadiga	15	15
-	Sharan Shetty	15	15
-	Shaun Francsis Sequeira	15	15
-	Shraddha S P	15	15
-	Sinchana B	15	15
-	Sowmya Nayak	15	15
-	Sushmitha	15	15
-	Theerthesh H S	15	15
-	Varshitha V Shetty	15	15
-	Vignesh Nayak	15	15
-	Yashwith S Puthran	15	15

HOD

6 . Course Information

6 . 4 Internal Assessment

Internal : 1

Semester:1-Scheme 2018   Date : 16/11/2019

Subject : MARKETING MANAGEMENT (18MBA15)   Time : 09:30 - 11:00

Faculty : Priya Jyothi Sequeira   Max Marks: 50

		Part A			
		Answer any 2 questions			
1	a	Define Marketing	3	1	L2
1	b	Explain selling versus marketing	7	1	L2
1	c	Write a note on Macro environment	10	1	L2
2	a	What is marketing concept and societal concept. Give examples	3	1	L2
2	b	Explain the functions of Marketing	7	1	L2
2	c	Explain the stages of consumer purchase decision process	10	1	L2
3	a	Define Marketing	3	12	L2
3	b	Write a note on Buying Motives with appropriate examples	7	1	L2
3	c	Write a note on Marketing Myopia	10	2	L2
		Part B			
		Answer all questions			
4		Explain briefly Marketing new Trends, Opportunities and Challenges	10	2	L2

			Q1			Q2			Q3			Q4		
			a	b	c	a	b	c	a	b	c			
	Preethesh L Kotian	P	0	2	8.5	0	6.5	2	0	0	0	7	26	Understand
	Rajashree T	P	2.5	6	8	3	6	8	0	0	0	7.5	41	Understand
	Ravishankar A S	P	2.5	6	6	1	6	8	0	0	0	0	29.5	Understand
	Sharan Shetty	P	0.5	6	1	3	4	8	0	0	0	5	27.5	Understand
	Muhammed Jaseem K	P	0	0	1	1	4	1	0	0	0	0	7	Understand

		Q1			Q2			Q3			Q4		
		a	b	c	a	b	c	a	b	c			
Shaun Francsis Sequeira	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
Annapoorna P	P	2	5	6	1	6	1	0	0	0	1	22	Understand
Radhika Bhat M	P	0	6	7	0	6	0	0	0	0	8	27	Understand
Arjun B R	P	1.5	4	3	0	6	6	0	0	0	6	26.5	Understand
Josline Cardoza	P	0	1.5	8.5	0	5.5	7	0	0	0	4	26.5	Understand
Dayananda	P	2	5	7	0	6	7	0	0	0	5	32	Understand
Sushmitha	P	0	0	0	2.5	6	8	1	4	7	0	28.5	Understand
Nireeksha Jain	P	0	4	4	0.5	6	3	0	0	0	0	17.5	Understand
Sinchana B	P	2	6	8	1.5	0	0	0	0	0	5	22.5	Understand
Sanketh Devadiga	P	1.5	4	3	0	3	8.5	0	0	0	6	26	Understand
Varshitha V Shetty	P	0	0	0	2.5	6	8	1.5	6.5	9	7	40.5	Understand
Theerthesh H S	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level
Keerthana Jingade J	P	1	6	1	0	6	0	0	0	0	0	14	Understand
Rakshith	P	1	2	6	1	6	1	0	0	0	3	20	Understand
Yashwith S Puthran	P	0	3	0	1	5	5	0	0	0	6	20	Understand
Ranjitha O	P	0	0	3	1	2	1	0	0	0	3	10	No Level
Jayakumar Jain	P	0.5	2	3	1	5	0.5	2	4	0	2	14.5	Understand
Nisarga V P	P	0	6	0	0	4	0	0	0	0	0	10	Understand
Sagar D	P	1	0	0	1	6	7	0	0	0	7	22	Understand
Shraddha S P	P	0.5	4	8.5	2	4	4	0	0	0	5	28	Understand
Lathesh Kumar M N	P	2	3.5	0	2	4	6	0	0	0	1	18.5	Understand
Pooja B R	P	1.5	5.5	6.5	2.5	0	6	0	0	0	6	28	Understand
Roshel Pinto	P	1.5	4	7	1.5	4	6	0	0	0	0	24	Understand
Arunkumar N	P	2.5	6	0	2	6	6	0	0	0	3	25.5	Understand
Bindu S Reddy	P	1	0	4	0	0	0	0	0	4	6	15	Understand
Kajal	P	0.5	0	0	0	6	0	0	0	0	0	6.5	Understand
Mahalakshmee	P	0.5	0	2	1	0	1	0	0	0	1	5.5	No Level
Hemanthakumara	P	0.5	0	1	1	4	1	0	0	0	4	11.5	Understand
Akhila Rai	P	0	0	1	0	0	0	0	1	10	5	17	Understand
Fredin Sebastian	P	1.5	4	4	1	6	5	0	0	0	7	28.5	Understand
Vignesh Nayak	P	1.5	4	0	0	0	0	1	0	1	2	9.5	Understand
Gelinta Theres	P	2.5	6	8	0	0	0	2	2	8	8	36.5	Understand
Narayanaswamy G H	P	0	0	0	2	6.5	0	2.5	0	6	2	19	Understand
Sowmya Nayak	P	1	6	5	1.5	6	6	0	0	0	4	29.5	Understand
Prajwal Joel Dsouza	P	1.5	4	8	2.5	7	5	0	0	0	8	36	Understand
Ashwini Kumari	P	2.5	0	4.5	1.5	4	0	0	0	0	5	17.5	Understand

		Q1			Q2			Q3		Q4			
		a	b	c	a	b	c	a	b	c			
Lekhana R V	P	1	6	3	0	0	0	1.5	1	6	3	21.5	Understand

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

Internal : 2

Semester:1-Scheme 2018

Date : 14/12/2019

Subject : MARKETING MANAGEMENT (18MBA15)

Time : 09:30 - 11:00

Faculty : Priya Jyothi Sequeira

Max Marks: 50

		Part A			
		Answer any 2 questions			
1	a	Define Market segmentation with an example	3	1	L2
1	b	Explan the criteria for effective market segmentation	7	1	L2
1	c	Briefly explain bases for segmentation	10	1	L2
2	a	What is a Brand. Give examples	3	1	L2
2	b	Explain the functions of of Brand	7	1	L2
2	c	Briefly explain product differentiation strartegies	10	1	L2
3	a	Define positioning with an example	3	2	L2
3	b	Briefly evaluate factors effecting consumer behaviour	7	1	L2
3	c	Explain Black box model with a diagram	10	2	L2
		Part B			
		Answer all questions			
4		Design a marketing mix for following products. a). Portable MP3 Player b). Branded wheat flour c). Smartphone d). Restaurant	10	2	L3

			Q1			Q2			Q3		Q4		
			a	b	c	a	b	c	a	b	c		
Preethesh L Kotian	P	2.5	6.5	7	1.5	0	9.5	0	0	0	9	36	Apply
Rajashree T	P	3	6	9	0	0	0	2.5	6	6.5	8	41	Apply
Ravishankar A S	P	2	6	8.5	2	7	8	0	0	0	6	39.5	Apply
Sharan Shetty	P	3	7	9.5	2	6.5	7	0	0	0	7	42	Apply
Muhammed Jaseem K	P	2.5	1	8.5	2.5	2.5	8	0	0	0	1	26	Understand
Shaun Francsis Sequeira	Ab	0	0	0	0	0	0	0	0	0	0	0	No Level

		Q1			Q2			Q3			Q4			
		a	b	c	a	b	c	a	b	c				
Annapoorna P	P	2	5	8	2	6.5	8.5	0	0	0	8	40	Apply
Radhika Bhat M	P	1	6	8	1	3	8	0	0	0	8	35	Apply
Arjun B R	P	2.5	0	9	0	0	0	3	6	10	2.5	33	Understand
Josline Cardoza	P	1.5	0	9	1.5	4.5	6.5	0	0	0	6	29	Apply
Dayananda	P	2.5	2	6	2.5	6.5	6	0	0	0	6	31.5	Apply
Sushmitha	P	2.5	7	9.5	2.5	6.5	8.5	0	0	0	7	43.5	Apply
Nireeksha Jain	P	2	0	7	2	6.5	8	0	0	0	8	33.5	Apply
Sinchana B	P	3	7	10	2.5	6.5	9	0	0	0	6	44	Apply
Sanketh Devadiga	P	2.5	6	9.5	2.5	7	9	0	0	0	7	43.5	Apply
Varshitha V Shetty	P	3	6	10	2.5	6	9	0	0	0	9	45.5	Apply
Theerthesh H S	P	3	6	6.5	2	6.5	6	0	0	0	8	38	Apply
Keerthana Jingade J	P	2	2	10	3	2.5	0	0	0	0	6	25.5	Apply
Rakshith	P	1.5	6	9	2.5	5	0	0	0	0	8	32	Apply
Yashwith S Puthran	P	1	4	7	2	4.5	4	0	0	0	8	30.5	Apply
Ranjitha O	P	1.5	3.5	8	0	0	0	2.5	0	8	7	30.5	Apply
Jayakumar Jain	P	2.5	0	9	3	5	8	0	0	0	6	33.5	Apply
Nisarga V P	P	2.5	0	8	2.5	5	4	0	0	0	7	29	Apply
Sagar D	P	3	6.5	9.5	3	0	8.5	0	0	0	8	38.5	Apply
Shraddha S P	P	1	3	8.5	0.5	6	7.5	0	0	0	8	34.5	Apply
Lathesh Kumar M N	P	0	0	0	0	0	0	0	0	0	0	0	No Level
Pooja B R	P	1	6.5	9.5	1	7	8	0	0	0	7	40	Apply
Roshel Pinto	P	0	4	7	0	0	0	1.5	4	9.5	8	34	Apply
Arunkumar N	P	2.5	3.5	7.5	2.5	6	6	0	0	0	8	36	Apply
Bindu S Reddy	P	2.5	3	8	1.5	5	7	0	0	0	7.5	34.5	Apply
Kajal	P	0	4	8	0	0	8.5	0	0	0	6	26.5	Apply
Mahalakshmee	P	1.5	4	7	2	3	4	0	0	0	6	27.5	Apply
Hemanthakumara	P	0	0	0	1	1	0	2	0	6	6	16	Apply
Akhila Rai	P	2.5	6.5	6.5	2.5	2	0	0	0	0	8	28	Apply
Fredin Sebastian	P	2.5	5	9	2.5	5	8	0	0	0	8	40	Apply
Vignesh Nayak	P	0	2	9	2.5	5	6	0	0	0	3	27.5	Understand
Gelinta Theres	P	3	6	8	3	7	9	0	0	0	8	44	Apply
Narayanaswamy G H	P	2.5	0	9	0	0	0	3	6	10	2.5	33	Understand
Sowmya Nayak	P	3	6.5	9.5	3	7	9	0	0	0	8	46	Apply
Prajwal Joel Dsouza	P	2	1	7	2.5	4	0	0	0	0	7	23.5	Apply
Ashwini Kumari	P	1	2	8	1.5	5	8	0	0	0	2	27.5	Understand
Lekhana R V	P	0	0	0	2.5	2	2	2	1	8	8	25.5	Apply

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

Internal : 3

Semester:1-Scheme 2018

Date : 18/01/2020

Subject : MARKETING MANAGEMENT (18MBA15)

Time : 09:30 - 11:00

Faculty : Priya Jyothi Sequeira

Max Marks: 50

		Part A			
		Answer any 2 questions			
1	a	What is product width?	3	1	L2
1	b	Explain the channel design decision.	7	2	L2
1	c	Explain the various kinds of pricing strategies	10	2	L2
2	a	What is Packaging?	3	2	L2
2	b	What is channel conflict? Explain the causes for channel conflict.	7	2	L2
2	c	Highlight the effective steps in communication process.	10	2	L2
3	a	What is Skimming pricing?	3	2	L2
3	b	What is product mix? Explain the four dimensions of product mix	7	2	L2
3	c	Explain the various stages of PLC with its relevant marketing strategies	10	2	L2
		Part B			
		Answer all questions			
4		Case Study: HSK ltd is a fast growing fast food company. It has 42 product lines consisting of Pizza, Burgers, Sandwich, Chats, etc. It had a wide distribution network throughout the country catering through the retailers. It has top brand ambassadors. The products are advertised in various visual and print medias such as television, magazines, newspapers etc. The company has earned goodwill and surplus profits. Being successful in fast food industry the management decided to enter into ice-cream segment in all major cities of the country. India's current ice-cream market is worth Rs. 3000cr, including the unorganized sector. There are few strong competitors existing in all major cities. The management decided to first conduct a market survey to understand the present market conditions. The company plans to invite top film stars and leading sports stars for inauguration. Questions : a). What is a product mix? State the product mix of HSK Ltd. (02 Marks) b). What are the factors	10	2	L5

that drive the customers towards ice-cream shop? 04 Marks)
c). In the present market conditions do you suggest HSK to
diversify into new business? Justify your answer.   (04 Marks)

			Q1			Q2			Q3			Q4		
			a	b	c	a	b	c	a	b	c			
Preethesh L Kotian	P		0.5	5	7	1.5	6.5	9.5	0	0	0	7	37	Evaluate
Rajashree T	P		2.5	6	9.5	3	6.5	10	0	0	0	9	46.5	Evaluate
Ravishankar A S	P		0	0	0	3	6	10	2.5	6.5	8	9	45	Evaluate
Sharan Shetty	P		0	0	0	1.5	6.5	9.5	2.5	5.5	10	5.5	41	Evaluate
Muhammed Jaseem K	P		0.5	4	8	0	0	0	2.5	3	8	1	27	Understand
Shaun Francsis Sequeira	Ab		0	0	0	0	0	0	0	0	0	0	0	No Level
Annapoorna P	P		0.5	4	7	2	4	8	0	0	0	7	32.5	Evaluate
Radhika Bhat M	P		0	0	0	1.5	4	0	1.5	4.51	8	0	24.5	Understand
Arjun B R	P		1.5	4	7	0	0	9	2	4	0	4	25.5	Understand
Josline Cardoza	P		1	6.5	7	2.5	6.5	9.5	0	0	0	8	41	Evaluate
Dayananda	P		1.5	6.5	7	0	0	0	2.5	6	9.5	8	41	Evaluate
Sushmitha	P		1	6.5	9	3	6.5	7	0	0	0	8.5	41.5	Evaluate
Nireeksha Jain	P		1	5	8.5	0	0	0	3	6	6.5	6	36	Evaluate
Sinchana B	P		0	0	0	2.5	7	10	2.5	3	7	8	40	Evaluate
Sanketh Devadiga	P		2.5	0	9	0	0	0	2.5	6.5	8	8	36.5	Evaluate
Varshitha V Shetty	P		3	7	10	2.5	7	9.5	0	0	0	9	48	Evaluate
Theerthesh H S	P		0	0	0	2.5	6.5	8.5	2.5	6.5	7	8	41.5	Evaluate
Keerthana Jingade J	P		0.5	4	9	0	0	0	3	1	3	8	28.5	Evaluate
Rakshith	P		2	5	4	2	6.5	9	0	0	0	8	36.5	Evaluate
Yashwith S Puthran	P		1	3	5	0	0	0	2	3	7	7	28	Evaluate
Ranjitha O	P		2.5	4	7	2	4	8	0	0	0	8	35.5	Evaluate
Jayakumar Jain	P		2.5	4	8	2	4.5	10	0	0	0	4.5	35.5	Understand
Nisarga V P	P		0	0	8	2	2	2.5	2	1	7	6	24	Evaluate
Sagar D	P		0	0	8	0	0	0	2.5	4	7	8	29.5	Evaluate
Shraddha S P	P		2.5	6.5	7	0	0	0	1.5	4	7	7	35.5	Evaluate
Lathesh Kumar M N	P		2	0	0	0	6	9	2	6	7	0	30	Understand
Pooja B R	P		2	5	10	0	0	0	2	4	8.5	MB	39.5	Evaluate
Roshel Pinto	P		0	0	0	1	6.5	8.5	2.5	6	7.5	4.5	36.5	Understand
Arunkumar N	P		0	1	3	2	6	8	0	0	0	9	29	Evaluate
Bindu S Reddy	P		0	0	0	3	7	10	3	2	2.5	8	35.5	Evaluate

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Department of Master of Business Administration (MBA)

			Q1			Q2			Q3			Q4			
			a	b	c	a	b	c	a	b	c				
Kajal	P		0.5	4	5	2	5	8	0	0	0	7	31.5	Evaluate
Mahalakshmee	P		1	4	7	0	3	0	2	0	7.5	0	21.5	Understand
Hemanthakumara	P		2	4	7	0	0	0	0	6	6	7	32	Evaluate
Akhila Rai	P		0	0	0	2.5	3.5	8	1.5	2	6	4.5	28	Understand
Fredin Sebastian	P		0	0	0	2	6	0	2.5	4	8	8	30.5	Evaluate
Vignesh Nayak	P		2	4	8	2	4	7	0	0	0	6.5	33.5	Evaluate
Gelinta Theres	P		0	0	0	2.5	7	9.5	2.5	6.5	10	9	47	Evaluate
Narayanaswamy G H	P		2	3	8.5	0	0	0	3	5	4	7	32.5	Evaluate
Sowmya Nayak	P		0	0	0	2.5	6.5	10	3	4	8	8	42	Evaluate
Prajwal Joel Dsouza	P		0	4.5	8	2.5	6	9	0	0	0	6.5	36.5	Evaluate
Ashwini Kumari	P		0	0	0	0	6.5	8.5	0	2.5	8	5	30.5	Evaluate
Lekhana R V	P		2	6.5	6	0	0	0	1	5	6	7	33.5	Evaluate