

MBA
(SEM I) THEORY EXAMINATION 2018-19
MARKETING MANAGEMENT

Time: 3 Hours

Total Marks: 70

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt all questions in brief. 2 x 7 = 14
- a. Define Marketing.
 - b. What is Consumer Behavior?
 - c. How can you describe Positioning?
 - d. What is Psychological Pricing?
 - e. Define Three -level Distribution Structure.
 - f. What are the objectives of Advertising?
 - g. Define a Product.

SECTION B

2. Attempt any three of the following: 7 x 3 = 21
- a. List out the concepts of marketing
 - b. Explain the terms - Needs, Wants, Demands, Value, Satisfaction, Exchange, Transactions, Relationships and Markets
 - c. How is the Market Segmented? How profitable is each Segment? Explain.
 - d. Define Sales promotion? What are its objectives? Describe the various steps to be taken for promoting the sales of a big concern?
 - e. Describe the following-
 - (i) Global Marketing environment
 - (ii) Online Marketig

SECTION C

3. Attempt any one part of the following: 7 x 1 = 7
- (a) What do you mean by personal selling? What is the importance of personal selling? Explain.
 - (b) Explain the significance of packing and labeling in product management.
4. Attempt any one part of the following: 7 x 1 = 7
- (a) Identify, analyze and monitor external forces and assess their potential impacts on the firm's goods and services
 - (b) Describe major strategic consideration in PLC in its different stages.
5. Attempt any one part of the following: 7 x 1 = 7
- (a) Describe the buyer's decision-making process and the several factors which influence this decision
 - (b) Explain Price Adjustment strategies in detail
6. Attempt any one part of the following: 7 x 1 = 7
- (a) Describe major options available for branding a consumer product. Differentiate between Brand Equity & Brand Loyalty with suitable examples.

- (b) What are marketing channels? Also explain the functions of distribution channels

7. Attempt any one part of the following:

7 x 1 = 7

- (a) What is advertising? Discuss its objectives and point out the problems of advertising in India?
- (b) Explain the following -
 - (i) Targeting Approaches
 - (ii) Product Lines, Widths and Depths