

MBA
(SEM-I) THEORY EXAMINATION 2019-20
MARKETING MANAGEMENT

Time: 3 Hours

Total Marks: 100

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

SECTION A

1. Attempt all questions in brief. 2 x 10 = 20
- a. Define Marketing?
 - b. What is meant by Market Segmentations?
 - c. Describe the Marketing Mix.
 - d. Who is retailer?
 - e. Differentiate between Need, Want and Demand.
 - f. What is Brand Equity?
 - g. Write down the benefits of Marketing Information System.
 - h. Differentiate between Customer & Consumer.
 - i. What do you mean by consumer behavior?
 - j. Define product differentiation.

SECTION B

2. Attempt any three of the following: 10 x 3 = 30
- a. Some of the Environmental forces are controllable whereas the others are beyond the control of a firm – Discuss
 - b. Explain Consumer and Industrial goods. What are the differences in the marketing of both types of goods?
 - c. Describe the types of advertising media and discuss their merits and demerits?
 - d. Explain in brief the Fivestages in the Buying Decision process.
 - e. What are the Various Kinds of Pricing Strategies – Discuss?

SECTION C

3. Attempt any one part of the following: 10 x 1 = 10
- (a) Discuss the implications of new product development decision on the business enterprise.
 - (b) Describe the various concepts of marketing and explain with examples.
4. Attempt any one part of the following: 10 x 1 = 10
- (a) Describe major strategic consideration in PLC.
 - (b) Explain the significance of product management. How branding packaging and labeling help product manager in realizing their business goals.
5. Attempt any one part of the following: 10 x 1 = 10
- (a) Explain the Goods – Services Continuum with suitable examples.
 - (b) What do you mean by personal selling? What is the importance of personal selling?
6. Attempt any one part of the following: 10 x 1 = 10
- (a) Discuss the factors that govern the selection of channels of distribution by a manufacturer.
 - (b) Explain the following –
 - (i) Strategic Marketing Planning
 - (ii) Discounts and Rebates
7. Attempt any one part of the following: 10 x 1 = 10
- (a) What is Product Positioning? What are the strategies for Product Positioning?
 - (b) “Money spent on advertisement is not wasteful.” Critically examine this statement.