

MBA**Title: Marketing Management (2K9 Batch)****Max Marks: 60****MB 204****Time: 3 Hrs**

Note: Question Paper contains Two Units: A and B
Answer each question from unit A in 2 to 5 lines Attempt All Ten Questions are compulsory. Each question from Unit A is of 2 marks.
Attempt Six Questions from Unit B, each of 10 marks

Unit A

- xi) Define Marketing Management
- xii) What is targeting?
- xiii) What are components of Marketing Information System?
- xiv) Define Positioning
- xv) What are functions of packaging?
- xvi) Define Publicity
- xvii) Define Buzz Marketing
- xviii) What is customer relationship management
- xix) Define physical distribution
- xx) What do you mean by E-Commerce?

_____ End _____

Unit B

- 1) What are various elements of the marketing mix? Elaborate with illustrations.
- 2) What factors should be considered while deciding the price of a product? Explain alternative pricing strategies, with examples.
- 3) Describe various strategies to be pursued at different stages of product life cycle, with illustrations.
- 4) Explain the various functions performed by various marketing channels, with examples.
- 5) a) Describe the advantages of undertaking global marketing
b) Explain various bases for market segmentation
- 6) Write notes on:
 - a. Consumer Behaviour
 - b. Sales Promotion