

Roll No.

Total No. of Pages : 03

Total No. of Questions : 15

MBA/MBA (IB) (2012 & Onward) (Sem.-2)

MARKETING MANAGEMENT

Subject Code : MBA-204

Paper ID : [C0249]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.
2. SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.

SECTION-A

1. What are the criteria for Market Segmentation?
2. Distinguish Product Marketing and Services Marketing, giving suitable examples.
3. Describe the differences between Marketing and Selling.

(Sign of Local COE)

(Sign of PCC)

(Sign of Observer)

(Center No.)

4. What are the different stages in Product Life Cycle (PLC)?
5. Define "Green Marketing". How it is different from social marketing
6. What is a Personal Selling? How it is different from sales promotion

**SECTION-B
UNIT-I**

7. What do you understand from Segmentation, Targeting and Positioning (STP) strategies? Discuss the steps in strategic marketing planning in detail.

OR

8. Why and how do psychological factors influence consumer buying behaviour? As a potential buyer of a latest brand of DVD, briefly explain the social and cultural factors that affect your buying decision.

UNIT-II

9. What are the objectives of pricing? Explain different types of pricing strategies.

OR

10. Write short notes on the following :

- a. Pricing strategies.
- b. Role of Branding, Product differentiation and Product diversification

(Sign of Local COE)

(Sign of PCC)

(Sign of Observer)

(Center No.)

UNIT-III

11. Answer the questions briefly :

- a. What are the sources of channel power? How is channel power related to channel independence?
- b. Explain how companies select, motivate, and evaluate channel members.

OR

12. Answer the questions briefly :

- a. What is Marketing Communication? Discuss its role in accomplishing the firm's marketing goals.
- b. When is Personal Selling more appropriate than other methods of Sales Promotion? Explain with examples.

UNIT-IV

13. Discuss the strategic implications of the Internet for marketing.

OR

14. Write short notes (**Any two**) :

- a. Event marketing
- b. Direct marketing
- c. Global marketing