

Roll No.

Total No. of Pages : 03

Total No. of Questions : 15

MBA / MBA (IB) (Sem.-2) (2012 Batch)

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. Briefly differentiate between marketing and selling.
2. List factors which influence business buying process.
3. What is Buzz marketing, green marketing and network marketing?
4. Outline strategies for managing sales force in insurance industry.
5. List various sources for idea generation.
6. What is difference between channel management, logistics and supply chain management?

SECTION-B

UNIT-I

7. Discuss the marketing planning process. Illustrate with examples the effect of liberalization and Globalization on Marketing planning process.

OR

8. What are the environmental variables influencing the industry? Discuss the role of MIS in helping scan, analyse and predict the industry environment.

UNIT-II

9. What is STP? Discuss the STP strategies adopted by TATA salt, I10 and ICICI Prudential.

OR

10. What do you mean by the term Product Life Cycle (PLC) ? Explain the stages of PLC. Find out in which stage of PLC are the following product in India, and suggest suitable marketing strategies for each :
- a) Tooth Powder
 - b) Micro-wave Ovens
 - c) Bicycles
 - d) VCRs.

UNIT-III

11. What are principal functions of a distribution channel? Discuss different

examples.

OR

12. Choose any one of the following of Sectors :
- a) Bank
 - b) Automobile
 - c) FMCG

Critically examine promo mix of atleast four companies in the industry chosen. What factors influence the promo mix?

UNIT-IV

13. What is online E-commerce? How has technology influenced the Global competition? Discuss various strategies of entering into Global Markets.

OR

14. Write short notes on the following :
- a) CRM as a tool for customer loyalty and retention
 - b) Social marketing