

Roll No.

Total No. of Questions : 13]

[Total No. of Pages : 02

J-3079[S-79]

[2037]

M.B.A. (Semester - 2nd)

MARKETING MANAGEMENT (MBA - 204)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

(15 x 2 = 30)

Q1)

- a) What do you understand by Sellers Market?
- b) Define Publicity.
- c) Distinguish between a push policy and pull policy.
- d) What is AIDA approach of selling?
- e) Define marketing tasks.
- f) What are characteristics of services?
- g) Differentiate between marketing policy and marketing strategy.
- h) Distinguish between  rational buying motives  and  emotional buying motive .
- i) What is difference between  packing  and  packaging ?
- j) What is relationship marketing?
- k) What is the societal concept of marketing?
- l) Describe niche marketing.
- m) Distinguish between the terms: concept testing, product testing and test marketing.
- n) Differentiate between customer and consumer.
- o) What is meant by product line extension?

P.T.O.

Section - B

(9 x 5 = 45)

- Q2)* Marketing is the creation and delivery of standard of living. Elaborate the statement using suitable examples.
- Q3)* Explain the evolution of marketing concept. Critically evaluate each stage of evolution.
- Q4)* What is marketing environment? By discussing the main dimensions, explain the impact of environmental forces on marketing.
- Q5)* What are the characteristics and benefits of Market Segmentation? Discuss in detail different bases of segmenting the market.
- Q6)* What is Product Life Cycle? Discuss the major marketing strategies that are to be followed at various stages of PLC.
- Q7)* Describe the various factors influencing consumer behaviour. Explain the consumer buying process with suitable examples.
- Q8)* Describe alternative pricing strategies. Describe the important factors to be considered while pricing a product.
- Q9)* Critically evaluate various techniques of marketing control.
- Q10)* What do you understand by marketing channels? Discuss different factors affecting the choice of distribution channel.
- Q11)* Explain the different components of promotion mix. Discuss the various factors influencing the promotion mix.
- Q12)* What is the need of an information system in marketing? Explain the concept and components of Marketing Information System.
- Q13)* What do you understand by 'New Product'? Discuss the stages of new product development process.

