

Roll No.

56022

MBA 2 Yr. 2nd Sem. (N.S.) 2011

Examination-May, 2015

Marketing Management

Paper-MBA-202

Time : 3 hours

Max. Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note : Attempt **all** 8 parts of the question in section-A. Attempt **4** questions selecting **one** question from each unit in section-B. All questions carry equal marks.

Section-A

1. Explain in brief meaning of the following:


(a) Marketing environment

(b) Marketing information system

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(1)

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- (c) Market targeting
 - (d) Product differentiation
 - (e) Price of a product
 - (f) Retailing
 - (g) Public relations
 - (h) Web marketing

Section-B

Unit-I

2. What do you understand by marketing management? What are the major approaches of the companies to retain their customers?
3. "Marketing research is undertaken to guide managers in the analysis of marketing problems." Critically examine this statement.


Unit-II

4. What is consumer behaviour? Discuss various factors that influence the buying behaviour of consumers.
5. What are the distinct stages of product life cycle? Describe how pricing strategies change at different stages of product life cycle.

Unit-III

6. Discuss in detail the role of branding in the marketing of consumer goods. Also describe various branding decisions that can be taken by the marketing firm.
7. What are the major indirect marketing channels? What type of problems managers face in managing the marketing channels?

Unit-IV

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8. What do you mean by advertising? Classify various types of advertising and explain briefly each one with an appropriate example.
9. What is market entry decision? What strategies are open for those who intend to go international?
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