

MBA
(SEM I) THEORY EXAMINATION 2018-19
MARKETING MANAGEMENT

Time: 3 Hours

Total Marks: 100

Note 1. Attempt all Sections equally & missidg that he n hoosaitably.

SECTION A

- 1. Attempt all questions brief. 2 x 10 = 20**
- a. How do you understand the term marketing?
 - b. Define the term, customer value, with supporting examples.
 - c. What is Niche Market?
 - d. Define Ethnic Market.
 - e. List out the necessary skills for a Marketing Manager.
 - f. What is the major importance of studying the Consumer Behavior?
 - g. Differentiate Consumer Marketing and Industrial Marketing
 - h. Define Positioning in marketing
 - i. What is PEST analysis in environmental scanning?
 - j. Define Globalisation?

SECTION B

- 2. Attempt any three of the following: 10 x 3 = 30**
- a. 'Marketing is more than the customer orientation.' Critically evaluate the statement, with the examples from the real world.
 - b. What is meant by Market Segmentations? What are the criteria of successful Market segmentation?
 - c. Some of the Environmental forces are controllable whereas the others are beyond the control of a firm – Discuss
 - d. Differentiate between selling & marketing concept.
 - e. How business & marketing are changing in India?

SECTION C

- 3. Attempt any one part of the following: 10 x 1 = 10**
- (a) Describe the factors influencing consumer behavior. Select any TWO factors and discuss how marketing of consumer goods in India should pay close attention towards these factors.
 - (b) Describe the information you would expect to find in the sections of a typical marketing plan and summaries the importance of marketing planning to marketing management.
- 4. Attempt any one part of the following: 10 x 1 = 10**
- (a) Explain the Marketing Environment factors for the Cosmetic Industry.
 - (b) Explain the Benefits and approaches of Market Segmentation with suitable examples.

5. **Attempt any *one* part of the following:** **10 x 1 = 10**
- (a) Explain the different types in Buyer Behavior Models with example.
 - (b) Explain the nature and purpose of Marketing Information System. Why it is so important in STP Process?
6. **Attempt any *one* part of the following:** **10 x 1 = 10**
- (a) What is Marketing Research? Explain the various steps in research process.
 - (b) Define social marketing? Why it is given more importance in present scenario?
7. **Attempt any *one* part of the following:** **10 x 1 = 10**
- (a) What are the different steps in business buying process? Explain each step.
 - (b) Explain Targeting and Positioning? Why these are included in STP Process. What are the different target market strategies?

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