

Code No: 742AB

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JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA II Semester Examinations, April/May-2019

MARKETING MANAGEMENT

Time: 3hours

Max.Marks:75

Note: This question paper contains two parts A and B.
Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

- 1.a) Write a brief note on Marketing Research and ethics. [5]
- b) Explain Marketing Mix in Consumer Durables. [5]
- c) What is geographic segmentation? [5]
- d) Explain with example Ads with Informational appeal. [5]
- e) What is Viral Marketing? [5]

PART - B

5 × 10 Marks = 50

2. What do you understand by marketing, its concepts and brief on marketing strategies in changing globalized era? [10]

OR

3. Define market research and develop a research design to identify the needs with respect to automobile industry. [10]

4. Explain the buying decision process with respect to mobile services and brief on factors influencing consumer behaviour. [10]

OR

5. Explain the concept of product hierarchy with insurance products and explain different stages of PLC. [10]

6. Explain the major segmentation variables for B2B markets and strategies for selecting target market. [10]

OR

7. Define positioning, responsibilities and explain product positioning strategies. [10]

8. Enumerate with proper examples, different types of trade promotion tools. [10]

OR

9. Explain the concept of channel levels in both consumer and industrial markets and brief on channel strategy decisions. [10]

10. Discuss different pricing strategies and brief on use of pricing as a strategy in PLC stages. [10]

OR

11. Explain different modes of personal communication tools used in Indian rural markets. [10]

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