

Code No: 742AB

**R17**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**  
**MBA II Semester Examinations, December - 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) What is marketing management? Does marketing is really useful for business - explain the context with your views? [5]
- b) How Market opportunities can be analyzed? [5]
- c) Does the customer driven strategy is useful for business? [5]
- d) How can promotions and communication strategies improve business? [5]
- e) Pricing Decision is crucial when there are lots of competitors - explain the context. [5]

**PART - B**

**5 × 10 Marks = 50**

2. Explain in detail about the importance and scope of marketing. [10]
- OR**
3. What are all the core marketing concepts which are useful for business? [10]
4. Explain about
  - a) Customer Decision Making
  - b) The decisions of customer affects today's business[10]
- OR**
5. Explain in detail about how to analyze the consumer markets. [10]
6. STP – Explain in detail about this concept, also explain why STP is used? [10]
- OR**
7. Briefly explain
  - a) Segmentation of consumer market
  - b) Business market[10]
8. How does marketing channels helps business? And also explain the channel intermediates and their functions. [10]
- OR**
9. Explain in detail about channel for
  - a) Consumer products
  - b) Business Products
  - c) Industrial Products[10]

- 10.a) Does Price play a major role in business - explain the context.  
b) Explain about the cost determinant of  
i) Price  
ii) Markup Pricing  
iii) Profit Maximization Pricing [10]
- OR**
11. Explain in detail about pricing strategies and break even pricing. [10]

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