

Code No: 721CL

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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) Bring out the differences between selling concept and marketing concept. [5]
- b) What are the different levels of product? [5]
- c) What are the criteria for segmentation of market? [5]
- d) What are the elements of promotional mix? [5]
- e) What is price bundling? What are the advantages of it from the point of seller? [5]

**PART - B**

**5 × 10 Marks = 50**

2. The marketing concept does not mean that marketing executives will be at the centre of decision making at all levels and at different functions of the organization and run the firm. The concept only means that every functionary should realize that, it is customer, for whose sake the organization exists, and the top management would be completely oriented to this approach. Elaborate on the statement and give examples of how production manager, finance manager or personnel manager can be in complete alignment to this principle even as they work on their functional areas. [10]

**OR**

- 3.a) Explain the role of Marketing Information System in marketing management.
- b) What are the important ethical aspects to be adhered to in conducting marketing research? [5+5]
- 4.a) What is the function performed by product packaging? What sort of marketing communication does product package perform?
- b) Highlight the importance of 'growth' and 'maturity' stage of PLC and the appropriate marketing strategies at these stages. [5+5]

**OR**

- 5.a) What is product line? What are some of the important product line decisions?
- b) What do you understand by AIO category of lifestyle? [5+5]
6. What are the various segments of business market? Explain the process of segmentation of business market. [10]

**OR**

- 7.a) What is perceptual map? What purpose does it serve?
- b) What are the guidelines for selecting target market? [5+5]

- 8.a) How are retail stores classified?  
b) What is the difference between a selling agent and a broker? [5+5]

**OR**

9. Explain the step by step approach to effective personal selling. [10]

- 10.a) What is the importance of rural marketing in our country?  
b) What is relationship marketing? How does it differ from transactional marketing? [5+5]

**OR**

11. **Case study:**

Pharmaceutical companies have introduced various drugs to fight AIDS or the HIV virus. Inevitably, the firms have been criticized for charging excessive prices for these drugs—prices that are beyond the means of the majority of those infected with HIV or AIDS. The original price of AZT was about \$8000 for one year supply per patient. The corresponding price for Sustiva was \$4800. The companies have responded to the criticism by saying that high prices are necessary in order to recover the enormous cost of developing the complex drugs. However one of the companies Merck announced that its prices for the two HIV suppressing drugs in impoverished parts of the world such as sub-Saharan Africa, would be about one tenth of the price charged in the U.S.

How would you respond to the issue from the pricing strategy angle and ethical angle of cross-subsidizing prices with higher prices being charged to patients of developed country, and lesser price, to the patients of least developed country? Discuss. [10]

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