

Code No: 721CL**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA II Semester Examinations, October/November-2020
MARKETING MANAGEMENT****Time: 2 hours****Max. Marks: 75****Answer any five questions
All questions carry equal marks**

1. “The marketing research process is an integral part of new product development. Firms that do not take it seriously may have to face difficulties later”. Comment. [15]
2. Define the company’s marketing environment. What are the actors and forces that constitute the company’s marketing environment? Discuss. [15]
3. Differentiate between Brand and Product. Define various product levels of meaning for a product. Cite an example. [15]
4. What are the reasons for the new product in the market? Explain the New Product Development process with a suitable example. [15]
5. “Personalization is new the segmentation: micro-marketing to individual”. Discuss with examples. [15]
6. “Rapidly evolving digital technologies and rising customer expectations mean traditional supply chain models are becoming obsolete, and a customer-centered supply chain is need of the hour”. Comment with proper examples. [15]
7. How do we price a product in the different life cycles of the product? Explain your answer by taking the Mobile industry as an example. [15]
8. “Without big data analytics, companies are blind and deaf, wandering out onto the Web like deer on a freeway”. Comment in the context of digital marketing. [15]

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