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
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1.   Discuss the major steps in marketing research process.   [15]

2.a) What is the customer 'value chain concept' proposed Michael Porter? List the primary and support activities in Generic Value Chain.
  b) What is the appropriate marketing strategy at Maturity stage of product life cycle?
                                                                           [7+8]

3.   Define brand? Distinguish 'brand equity' from 'brand valuation'.   [15]

4.   What is psychographic segmentation? Which are the products effectively working on psychographic segmentation strategy?   [15]

5.   Explain briefly the five patterns of target market selection.   [15]

6.   How would you measure advertising effectiveness? Give examples.   [15]

7.   What is relationship marketing? Discuss its major differences compared to traditional marketing.   [15]

8.   Explain the emerging trend in 'green marketing'. What is its importance? [15]

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