

**Code No: 762AB****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD  
MBA II Semester Examinations, July/August - 2021  
MARKETING MANAGEMENT****Time: 3 hours****Max.Marks:75****Answer any five questions  
All questions carry equal marks**

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- 1.a) Explain the core concepts of demand, exchange and transaction.  
b) What is marketing intelligence system? [8+7]
- 2.a) What are the ethical aspects to be considered in the conduct of marketing research?  
b) How do technological environment and political-legal environment influence marketing decisions? Discuss in the context of Indian environment. [7+8]
- 3.a) What is customer loyalty? Which are the five levels of investment in customer relation building?  
b) What is a brand? What are the advantages of branding to customers? And to sellers? [8+7]
4. What are the various stages of product development? Explain the significance of 'go error' and 'drop error' in the context of new product development process. [15]
- 5.a) Explain the various basis for psychographic and geographic segmentation, with suitable examples.  
b) What is product positioning? How does it differ from 'product differentiation'? [8+7]
- 6.a) Outline the important criteria for effective market segmentation.  
b) What is mass customization? What are the driving forces of mass customization? [8+7]
- 7.a) What is non-store retailing? Illustrate your answer with examples.  
b) Examine the elements of promotional mix with illustration. [7+8]
- 8.a) What are the advantages and limitations of digital marketing?  
b) Make a brief comment on the trend in rural marketing in our country. [7+8]

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