

R15

Code No: 721CL

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

1. Explain observational research, focus group research and experimental research with examples. [15]
2. Briefly discuss how reference group influences consumer behavior. [15]
3. Explain the various strategies followed by the marketers in the different stages of Product Life Cycle. [15]
4. Explain the process of market segmentation and pre-requisites for effective segmentation strategy. [15]
5. Discuss perceptual mapping with suitable examples. [15]
6. How do you segment the market for the following products/services?
a) Electric Scooter b) Credit Card c) Insurance d) Hospital
[4+4+4+3]
7. Explain the various factors that led to the growth of Direct Marketing. [15]
8. Explain the various demand-based pricing methods. [15]

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