

Code No: 721CL

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JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA II Semester Examinations, May - 2022

MARKETING MANAGEMENT

Time: 3 Hours

Max.Marks:75

Answer any five questions
All questions carry equal marks

- 1.a) Explain the importance and scope of marketing.
- b) Discuss in detail the following marketing philosophies with suitable examples:
 - i) Sales orientation
 - ii) Societal marketing orientation[7+8]
- 2.a) Explain the term “marketing mix”. What is meant by competitive advantage?
- b) Explain the following competitive advantages in detail:
 - i) Cost Competitive Advantage
 - ii) Niche Competitive Advantage[7+8]
3. Discuss the impact of technology on how consumers make decisions. What can a marketing manager do to trigger need for the product in consumers? [15]
4. What are the purposes and benefits of branding? Explain ‘product line’ and ‘product mix’ with examples. Discuss the following branding concepts in detail.
 - a) Brand Equity
 - b) Brand personality
 - c) Brand loyalty[15]
5. What is the importance of market segmentation? Explain the psychographic segmentation with examples. [15]
- 6.a) What do you understand by ‘repositioning’? Explain the terms “product differentiation” and “perceptual mapping”.
- b) Discuss with suitable examples the following bases for positioning a product.
 - i) Price and quality
 - ii) Use or application
 - iii) Emotion[7+8]
7. Discuss the role of promotion in the marketing mix. Outline the marketing communication process with suitable examples. [15]
8. Discuss the importance of pricing. How should a marketing manager choose a pricing strategy? Explain in detail the product line pricing. [15]

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