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JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA II Semester Examinations, October/November - 2022
MARKETING MANAGEMENT

Time: 3 Hours   Max.Marks:75

Answer any five questions
All questions carry equal marks

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1.a)   What do you understand by marketing environment?
  b)   Discuss the impact of the following marketing environments on a firm.
       i) Political and legal environment
       ii) Technological environment.   [6+9]

2.a)   Define the Strategic Business Unit (SBU). What are the characteristics of an SBU?
  b)   Explain the following tools to manage the strategic direction of a company with
       suitable examples.
       i) Ansoff's Strategic Opportunity Matrix
       ii) The Boston Consulting Group's portfolio matrix.   [7+8]

3.a)   Define 'product' and give a classification of products.
  b)   Discuss in detail the marketing strategy for the different stages of the product life cycle.
                                                                                        [7+8]

4.a)   Why is it important for marketing managers to understand consumer behaviour?
  b)   What do you understand by "cognitive dissonance"? Explain in detail the stages
       involved in the consumer decision-making process.   [5+10]

5.a)   What do you understand by a target market?
  b)   Discuss the following target marketing strategies with suitable examples.
       a) Undifferentiated targeting
       b) Concentrated targeting
       c) Multisegment targeting.   [6+9]

6.a)   What is the importance of market segmentation? Give examples of psychographic
       segmentation.
  b)   Discuss in detail the bases for segmenting business markets.   [8+7]

7.a)   Describe the workings of a marketing channel. What are the differences between
       marketing channels for consumer products and marketing channels for business
       products?
  b)   What are the factors a marketing manager must consider before choosing a marketing
       channel?   [9+6]

8.a)   What do you understand by Word of Mouth (WOM)? Discuss the objectives of
       relationship marketing.
  b)   How will you make the pricing decisions for products to be sold in a rural market?[8+7]

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