

Code No: 762AB**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

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- 1.a) Discuss the importance of technological environment and its impact on marketing.
b) Explain production concept, product concept and selling concept. [7+8]
- 2.a) Briefly explain the various steps involved in marketing research process.
b) Describe the various procedures and sources used in marketing intelligence system. [7+8]
- 3.a) Select any product and explain consumer decision making process related to the selected product.
b) Discuss the various idea generation techniques used for new product development. [7+8]
- 4.a) Briefly discuss the various social factors that influence consumer buyer behavior.
b) Explain the terms product mix width, length and depth with suitable examples. [7+8]
- 5.a) How do you segment the market for the following products/services?
i) Hospital ii) Bicycle iii) Magazine
b) How are the following brands positioned in the market?
i) Vicks Vaporub ii) Ultratech Cement iii) Closeup [8+7]
- 6.a) Explain the concept of repositioning with suitable examples.
b) What are the various factors that are considered by the markets for evaluation of different segments? [7+8]
- 7.a) Explain exclusive, selective and intensive distribution network.
b) Discuss the importance of online marketing. [9+6]
- 8.a) Explain the various cost-based pricing methods commonly followed by marketers.
b) Discuss the scope of social media marketing in the present era. [7+8]

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