

Code No: 762AB**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**

- 1.a) Discuss about Marketing Research Process.
b) Explain the linkage between competitive advantage and strategy, taking an example. [7+8]
- 2.a) Explain the need for Marketing Information System.
b) "Disruption becomes new normal; Continuous study of environment becomes inescapable". Discuss from marketing perspective. [6+9]
- 3.a) What is Product range? Explain with examples.
b) Explain the stages of consumer goes through in buying decision in a high involvement buying decision. [7+8]
- 4.a) Explain the impact of cultural, social and personal factors on consumer behavior.
b) Discuss the various stages of Service innovation. [7+8]
- 5.a) Explain the benefits of Market segmentation.
b) What is buyer-behavior segmentation? Explain its merits. [8+7]
- 6.a) Discuss the process of STP for a Smart Phone.
b) Explain the various marketing mix elements. [8+7]
- 7.a) Explain the role of digital media as a communication channel.
b) How sales promotion is different from advertising? Explain. [7+8]
- 8.a) Discuss the innovations in Pricing during inflation.
b) What is market sustainability? Explain the need for Marketing Ethics. [7+8]

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