

Code No: 762AB**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA II Semester Examinations, March/April - 2023
MARKETING MANAGEMENT****Time: 3hours****Max.Marks:75**

- Note:** i) Question paper consists of Part A, Part B.
ii) Part A is compulsory, which carries 25 marks. In Part A, Answer all questions.
iii) In Part B, Answer any one question from each unit. Each question carries 10 marks and may have a, b as sub questions.

PART - A**(25 Marks)**

- 1.a) Explain various marketing strategies and plans. [5]
b) Describe the branding decisions. [5]
c) Discuss about segmentation of business market. [5]
d) Briefly explain promotion elements mix. [5]
e) What are the 4 P's of green marketing? [5]

PART - B**(50 Marks)**

- 2.a) Describe the core marketing concepts and marketing environment.
b) Brief on marketing research process. [5+5]
OR
- 3.a) Discuss about the Marketing Information systems.
b) Discuss the importance of international marketing research. [5+5]
- 4.a) What are the 7 stages of new product development process?
b) Examine the factors impacting on consumer behavior. [5+5]
OR
- 5.a) Describe the various stages of consumer decision making process.
b) Explain the product management decisions and PLC states. [5+5]
- 6.a) Elucidate the Segmenting-Targeting-Positioning (STP) process.
b) Brief on positioning and repositioning maps. [5+5]
OR
- 7.a) List out the selecting target market segmentation steps.
b) Discuss the important positioning strategies. [5+5]
- 8.a) What is personal selling and explain its types?
b) What is direct marketing and explain its types? [5+5]
OR
- 9.a) Explain about marketing channel functions.
b) Discuss the channel strategy decisions. [5+5]

- 10.a) Illustrate the rural marketing strategies.
b) Explain the pricing strategies suitable for new products. [5+5]

OR

- 11.a) Explain about the importance of BOP marketing.
b) Briefly explain importance of word-of-mouth. [5+5]

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