

OMBA/ M-20: 16264

MBA-201: Marketing Management (upto 2016-17)

Time: 3 Hours]

[Max. Marks: 60

Note: Attempt five questions in all. Q. N. 1 (20 marks) is compulsory. Attempt four more questions from remaining questions.

1. Compulsory question:
Write notes on:
 - i) Niche Marketing
 - ii) Test Marketing
 - iii) Marketing Intelligence
 - iv) Prominent Sales Promotion Tools
 - v) Channel Levels
2. Throw light on recent developments in marketing. How is marketing undertaken differently during Covid-19 pandemic?
3. Throw light on Consumer buying process. Also discuss its marketing relevance.
4. Discuss maturity and decline stages of Product Life Cycle. What marketing strategies are recommended in these stages?
5. How is price for a product determined? Critically evaluate various price setting methods.
6. Devise a detailed advertising plan for a multinational furniture company making an entry into Indian market.
7. Discuss various positioning strategies. Under what circumstances a repositioning is recommended.
8. How a distribution channel is designed? What factors play a role in it?