

Roll No. ....

**12022**

**MBA 2 Yr. 2nd Semester  
CBCS (2016-17)  
Examination – May, 2019**

**MARKETING MANAGEMENT**

Paper : 16IMG22C2

Time : Three Hours ] [ Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

**Note :** Attempt all eight parts of the question in Section A. Attempt four questions selecting one question from each Unit in Section B. All questions carry equal marks.

**SECTION – A**

1. Explain in brief the meaning of following :

- (a) Customer satisfaction
- (b) Marketing research
- (c) Product life cycle

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- (d) Product differentiation
- (e) Product branding
- (f) Marketing channel
- (g) Public relations
- (h) Web marketing

**SECTION – B**

**UNIT – I**

- 2. "Marketing begins before production and continues even after transaction." In the light of this statement discuss the nature and scope of marketing.
- 3. What is marketing information system ? How does it help marketing people in decision making ?

**UNIT – II**

- 4. What is business buying behavior ? Who are the participants in business buying process ? Enumerate various stages of buying decision process in business markets.
- 5. What do you mean by market segmentation ? Discuss the bases used for segmenting the market taking suitable examples.

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### UNIT – III

6. (a) What do you understand by product mix ?  
Explain in brief.
- (b) Discuss the role of packaging in market development, with suitable examples.
7. Explain the various methods of pricing. What are the factors to be considered before setting of prices ?

### UNIT – IV

8. 'Advertisement and Sales Promotions are inevitable in marketing' - evaluate with example.
9. What do you mean by controlling the marketing efforts ? Discuss various types of controls used by business organization.