

Roll No. _____

12612

MBA 2 Yr. 2nd Semester (New Scheme)

2019-20 Examination – July, 2021

MARKETING MANAGEMENT

Paper : 19IMG22C2

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 8 parts of the question in section A. Attempt 4 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 value
 - (b) Marketing information system
 - (c) Product positioning
 - (d) Product life cycle
 - (e) Product packaging

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(H) Price of a product

(g) Public relations

(f) Green marketing

SECTION – B

UNIT – I

2. "Marketing is beyond matching the product with the market." Elaborate on the statement.
3. Outline the environmental forces that affect marketing decisions. Why continuous scanning of marketing environment is important for marketers ?

UNIT – II

4. Briefly explain the various steps in consumer decision making process. Do all consumer decisions involve these steps ? Justify your answer.
5. Why should marketers consider segmentation as an important marketing decision ? What segmentation variables you will consider to segment the market for 150 c.c. premium motorcycle ?

UNIT – III

6. Why many of new products fail ? Also describe the process of new product development.
7. What is a channel of distribution ? As a marketing manager what factors would you consider and what process would you adopt to select a distribution channel ?

UNIT – IV

8. "As a medium of communication personal selling is best suited to a company marketing consumer products with poor brand loyalty and selling in regional market." Discuss.
9. Why do firms enter foreign markets ? What strategies are open for those who intend to go international ?