

Roll No.

12612

**MBA 2 Yr. 2nd Semester
New Scheme 2019-20
Examination – July, 2022**

MARKETING MANAGEMENT

Paper : 19IMG2C2

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 loyalty

- (b) Marketing environment
- (c) Business buying behavior.
- (d) Product differentiation
- (e) Product line
- (f) Marketing channel
- (g) Public relations
- (h) Marketing control

SECTION – B

UNIT – I

2. What is the corporate orientation towards the marketplace ? Do you think all companies need to practice the marketing concept ?
3. "Marketing research is undertaken to guide managers in the analysis of marketing problems". Critically examine this statement.

UNIT – II

4. What is market segmentation ? What are the levels of market segmentation ? Specify the criteria for effective targeting of market segments.
5. Explain Product Life Cycle in detail. How do marketing strategies change as product moves through various stages of life cycle ?

UNIT – III

6. Discuss the role of branding in the marketing of consumer goods. Also describe various branding decisions that can be taken by the marketing firm.
7. What do you understand by 'price' of a product ? Discuss in detail various pricing strategies available to an organization giving suitable examples.

UNIT – IV

8. What do you mean by sales promotion ? Explain various sales promotion tools adopted by marketers.

9. Write notes on the following :

- (a) Green marketing
 - (b) Entry strategies in international marketing
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