

Roll No.

Total No. of Pages : 02

Total No. of Questions : 17

MBA/MBA(IB) (2019 Batch) (Sem.-2)

MARKETING MANAGEMENT

Subject Code : MBA-203-18

M.Code : 76155

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

Answer briefly :

- 1) Define Marketing.
- 2) Define Marketing Information System.
- 3) Outline functions of packaging.
- 4) Name elements of Services Marketing Mix.
- 5) What is meant by social marketing?
- 6) What are features of rural marketing?
- 7) What is meaning of base of the pyramid?
- 8) What is the meaning of informal economy?

SECTION-B

UNIT-I

- 9) Explain various elements of the marketing mix, with examples.
- 10) Outline various factors influencing consumer buying behaviour. Describe various steps in consumer buying process.

UNIT-II

- 11) Outline the various stages of the New Product Development and Launch process, with suitable illustrations.
- 12) What are various factors affecting pricing decisions? Describe alternative pricing methods, with illustrations.

UNIT-III

- 13) Explain functions performed by various marketing channel intermediaries, with examples.
- 14) Describe various elements of the promotional mix. Give suitable illustrations in support of your answer.

UNIT-IV

- 15) What are the challenges encountered in marketing to the base of the pyramid (BOP) markets? Explain with examples.
- 16) a) Highlight the characteristic features of base of the pyramid (BOP) consumer.
b) Outline the need and importance of conducting marketing research in BOP markets.

SECTION-C

- 17) **Please read the case “BETA COMMUNICATIONS” below and answer the questions based on it :**

BETA is a telecommunications company marketing state of the art telecommunications equipment. The company is currently in the process of developing a new generation type of mobile phones. When developed, this phone will enable users not only to make standard telephone calls and connect to the Web, but will have a small screen which will enable users to view the person at the other end of the line in high definition, unlike competitors' models whose definition characteristics leave a lot to be desired. Needless to say, investment to develop the technology and market the product is substantial.

As part of the development process, the company is eager to find out more about potential customers for this product. In particular, they are interested in finding out if there is a market for the product, how big this market might be, and how customers will respond to this concept. They propose hiring a specialist market research agency with skills in the area of researching buyer behaviour, particularly for new product concepts.

Questions :

- a. What areas of buyer behaviour should this proposed research encompass, and why?
- b. What information you will collect from the potential buyers which will help in designing marketing mix elements?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.