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Total No. of Pages: 02

Total No. of Questions: 10

MBA (Sem. – 2)
MARKETING MANAGEMENT
M Code: 76155
Subject Code: MBA-203-18
Date of Examination : 05-01-2023

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of EIGHT questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV. Student has to attempt any ONE question from each Sub-section carrying EIGHT marks each.
3. SECTION-C is COMPULSORY carrying TWELVE marks.

SECTION-A

1. Write briefly:
 - a) Define Marketing
 - b) What are components of Marketing Information System?
 - c) What do you mean by brand equity?
 - d) What are elements of service marketing mix?
 - e) Define rural marketing.
 - f) What do you mean by personal selling?
 - g) Highlight purposes of conducting marketing research in bottom of the pyramid (BOP) markets.
 - h) Identify ethical issues involved in bottom of the pyramid (BOP) marketing

SECTION-B

UNIT-I

2. Explain various components of marketing environment with illustrations.
3. Outline the consumer buying process, with examples.

UNIT-II

4. Highlight the various steps involved in new product development and launch.
5. Explain characteristic features of various bases of market segmentation, with illustrations.

UNIT-III

6. Explain features of alternative marketing channel intermediaries commonly used in distribution.
7. Outline components of the promotional mix elements.

UNIT-IV

8. Outline features of Bottom of the pyramid (BOP) marketing, with examples.
9. Highlight the concept of informal economy, with illustrations.

SECTION-C

10. A leading American home electronic security systems company has entered Indian Markets and has hired you as its marketing consultant. It wants to market the security systems through personal selling mode.
 - a) Recommend suitable strategies for sales force recruitment
 - b) What steps you would recommend in personal selling process of the electronic security system for home buyers? Elaborate.

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