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Total No. of Pages : 02

Total No. of Questions : 17

**MBA / MBA (IB) (2020 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 have 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 students have to attempt any **ONE** question from each Subsection.
3. **SECTION-C** is **COMPULSORY** and consists of **ONE** Case Study carrying **TWELVE** marks.

**SECTION-A**

**Answer briefly :**

- 1) Differentiate between marketing and selling.
- 2) What are factors influencing consumer buying behaviour?
- 3) What are features of a Good Label?
- 4) Define Green Marketing.
- 5) Highlight elements of service marketing mix.
- 6) What do you mean by channel design?
- 7) Outline need for conducting research in BOP markets.
- 8) What do you mean by informal economy?

**SECTION-B**

**UNIT-I**

- 9) Explain various steps in marketing planning process with illustrations.
- 10) Outline the components of marketing information system, with examples.

## UNIT-II

- 11) Highlight marketing mix strategies for various stages of the Product Life Cycle.
- 12) Explain characteristic features of alternative pricing methods, with illustrations.

## UNIT-III

- 13) Explain steps involved in personal selling process, with illustrations.
- 14) What are relative advantages and disadvantages of various media for advertising? Elaborate.

## UNIT-IV

- 15) Outline importance of bottom of the pyramid (BOP) marketing, with examples. Describe features of BOP Consumer.
- 16) Highlight important ethical issues involved in bottom of the pyramid (BOP) marketing, with illustrations.

## SECTION-C

### 17) Read the case study and answer the questions based on it :

A Japanese mobile hand set manufacturing company plans to enter Indian markets. The company has variety of handsets of various price ranges and features. It has desired your services as a marketing consultant. It needs your advice on which market segments it should target.

#### **Questions :**

- a) Recommend suitable bases of market segmentation of Indian markets for mobile handsets.
- b) What promotional tools you would recommend to the Japanese company for Indian markets for its mobile handsets?

**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.**