

Total No. of Questions : 5]

SEAT No. :

**P4725**

**[5659]-2001**

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**M.B.A.**

**201 : MARKETING MANAGEMENT  
(2016 Pattern) (Semester - II)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Each question carries 10 marks.*

**Q1)** Define 'Brand Equity'. "Branding the product is important decision of a company" - comment.

OR

What is the concept of 'New Product Development'? Explain the steps of it with reference to any 'FMCG Product'.

**Q2)** Discuss the factors influencing pricing decisions for 'Moto-G' smart phone.

OR

Explain the steps while setting the price for a durable goods at its initial stage.

**Q3)** What is the concept of 'Marketing Channels'? Explain the distribution channel plays a vital role in distribution of consumer goods.

OR

What are the different levels of distribution channels? Explain the functions of a distributor in Film Industries.

**Q4)** Define 'Marketing Communication'. Explain its role in marketing of goods.

OR

Write short notes on (any two) :

- i) Effective Marketing Communication
- ii) Various Objectives of Advertising
- iii) Importance of sales promotion

**Q5)** Prepare a Marketing Plan for a company planning to launch 'Luxurious Product' in Urban Market.

OR

Explain the concept of 'Marketing Evaluation' and "Control".

