

Roll No. ....

**56022**

**MBA (2 Year) 2nd Semester (N. S.) 2011  
Examination – May, 2012**

**MARKETING MANAGEMENT**

**Paper : MBA-202**

***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 :** The question paper is divided into *two* Sections.  
**Section – A** is *compulsory* whereas **Section – B** comprised of 8 questions. The candidate is required to attempt *four* questions from **Section – B** selecting *one* question from each Unit.

**SECTION – A**

**1. Write short notes on the following :**

- (a) Difference between advertising and publicity.
- (b) Difference between wholesaling and retailing.

56022-2,950-(P-3)(Q-9)(12)

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- (c) Scope of marketing.
- (d) Tools of product differentiation.
- (e) Reasons for entering in international market.
- (f) Packaging decisions.
- (g) Public relations.
- (h) Positioning.

## **SECTION – B**

### **UNIT – I**

2. What do you mean by marketing environment ?  
How the marketing environment affects the marketing strategies ?
3. Write a detailed note on marketing information system.

### **UNIT – II**

4. Discuss the various marketing strategies used by a marketer at the different stages of the product life cycle.

56022-2,950-(P-3)(Q-9)(12) ( 2 )

5. What do you mean by the term targeting ? Write a detail note on the different targeting strategies.

### UNIT – III

6. Explain the term new product development. With the help of examples, write down the new product development process ?

7. Write short notes on the following :

- (a) Packaging decisions;
- (b) Managing marketing channels

### UNIT – IV

8. What are the different entry strategies available to a marketer wishing to enter in international market ?
9. Write a detailed note on evaluation and control of marketing effort ?