

Roll No. ....

**56022**

**MBA 2 Year 2nd Semester (NS) 2011**

**Examination – May, 2013**

**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) Green marketing
  - (b) Product line decisions
  - (c) Tools of product differentiation
  - (d) Internal marketing environment

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- (e) Corporate orientation towards marketplace
- (f) Web marketing
- (g) Public relations
- (h) Pricing strategies

## **SECTION – B**

### **UNIT – I**

2. What is the importance of retaining the customers? How a marketer can build and deliver customer value and satisfaction)
3. Write a detailed note on marketing research.

### **UNIT – II**

4. What are the different marketing strategies that a marketer can use at the different stage of the product life cycle"
5. What do you mean by the term segmentation? What is the different basis of segmenting a market?

### **UNIT – III**

6. What do you understand by the term marketing channels. Management of marketing channels is a big challenge. Do you agree with the statement" Discuss
7. Discuss the different branding decisions a marketer has to take in positioning the product in the market?

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#### UNIT - IV

8. What are the different entry strategies available to a marketer wishing to enter international market?
9. What do you mean by the term promotion-mix ?  
Discuss the different components of promotion-mix with their relative advantages and disadvantages ?

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