

various branding decisions that can be taken by the marketing firm.

7. What do you understand by 'Price' of product ? Discuss in detail various pricing strategies available to an organization giving suitable examples.

UNIT - IV

8. "Advertisement pays when business is bad and it also pays when business is good". Justify this statement with examples.
9. Why do firms enter foreign markets ? Outline the entry strategies in international marketing.

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Roll No.

12022

**MBA 2Year 2nd Semester (CBCS)
(2016-17) Examination-May, 2017**

MARKETING MANAGEMENT

Paper : 16IMG22C2

Time : 3 hours

Max. 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 the examination.

Note: Attempt all eight parts of the question in

Section A. Attempt **four** questions selecting **one** question from each unit in Section B. All question carry equal marks.

SECTION - A

1. Explain in brief meaning of the following :

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[Turn Over

- (a) Marketing environment
- (b) Marketing information system
- (c) Industrial buying behaviour
- (d) Product differentiation
- (e) Product packaging
- (f) Retailing
- (g) Public relations
- (h) Green marketing

SECTION - B

UNIT - I

2. What is the corporate orientation towards the market place ? Do you think all companies need to practice the marketing concept ?

3. "Marketing research is undertaken to guide managers in the analysis of marketing problems". Critically examine this statement.

UNIT - II

4. What do you understand by market segmentation ? What are the levels of market segmentation ? Specify the criteria for effective targeting of market segments.
5. Explain Product Life Cycle in detail. How do marketing strategies change as product moves through various stages of life cycle ?

UNIT - III

6. Discuss the role of branding in the marketing of consumer goods. Also describe