

MBA 2 Year 2nd Semester Examination,

May-2018

MARKETING MANAGEMENT

Paper- MBA-202

Time allowed : 3 hours]

[Maximum marks : 80

Note : Attempt all eight parts of the question in Section-A. Attempt four questions selecting one question from each unit in Section-B. All questions carry equal marks.

Section-A

1. Explain in brief the meaning of following :

- (a) Marketing environment
- (b) Marketing research
- (c) Industrial buying behavior
- (d) Product differentiation
- (e) Product mix
- (f) Product packaging
- (g) Sales promotion
- (h) Web marketing

56022-P-3-Q-9(18)

[P.T.O.]

Section-B**Unit-I**

2. "Building and delivering customer value and satisfaction is marketing". Do you agree or disagree with this statement. Elaborate your viewpoint with the help of suitable examples.
3. What is marketing information system? How does it help marketing people in decision making?

Unit-II

4. Explain various segmentation bases used by marketers, with suitable illustrations. Suggest suitable segmentation basis for the following, giving reasons :
 - (a) Light Commercial Vehicles (LCV)
 - (b) Contact Lenses

5. Explain product life cycle with the help of a neat diagram. What marketing strategies are used in the different stages of the life cycle of a product ?

Unit-III

6. "New product innovations are the key to success of a business concern". In the light of this statement, explain the process of new product development.

7. You are the marketing manager of XYZ Company which is producing and marketing two wheeler vehicles (motor cycles). Now the company is planning to diversify into consumer goods, to start with Bread. Company asked your views whether the existing channels of distribution for motor cycles can be used for the distribution of bread or not. Give your views with necessary explanation.

Unit-IV

8. (a) Explain green marketing along with its scope, merits and demerits.
(b) Write in brief about Personal Selling.
9. State various reasons for a business firm to enter foreign market. What are the entry strategies in international marketing ?