

Printed Pages : 4 MB-106/MBA-016/MBATM-016

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID:1139/7106/7106 Roll No.

**M. B. A.**

**(Semester-I) Theory Examination, 2012-13**

**MARKETING MANAGEMENT**

*Time : 3 Hours]*

*[Total Marks : 100*

*Note :* Attempt questions from each Section as per instructions.

**Section-A**

Attempt *all* question parts. Each part carries 2 marks.

2×10=20

1. (a) Define Marketing.
- (b) What are the essential qualities of Marketing Managers?
- (c) What is Societal Marketing?
- (d) What is PEST Analysis?
- (e) What are the controllable environmental factors?
- (f) What is Future Product?
- (g) Explain Public Relations.

- (h) What is Product Line Stretching?
- (i) What is Vertical Distribution System?
- (j) What is Market Skimming Pricing?

**Section-B**

Attempt any *three* question parts. Each part carries  
10 marks. 10×3=30

2. (a) What do you mean by Holistic Marketing? How is this different from conventional marketing?
- (b) Explain Targeting. Also explain the steps in Targeting.
- (c) Which of the marketing objectives can be fulfilled through pricing? Explain with suitable examples.
- (d) How is technology leveraged in modern marketing?
- (e) Explain the steps involved in Institutional Buying Behaviour.

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**Section-C**

Attempt *all* questions. Each question carries 10 marks. 10×5=50

3. "Modern marketing starts with STP and ends with relationship marketing." Critically comment on the statement with suitable reasonings.

*Or*

What are the uncontrollable components of marketing environment ? How should a firm manage this in the business interests ? Explain with suitable illustrations.

4. Comment on the steps of New Product development in special reference to development of a new mobile phone that in addition to regular features of mobile phone also provides the services of computer and television.

*Or*

Explain the concept of Product Mix. Design a product mix structure of Hindustan Unilever Ltd.

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5. Explain the concept of Customer Relationship Management. Discuss the role of Customer Relationship Management in Modern Marketing.

*Or*

Why is promotion important for marketing success ?  
Also explain promotion mix.

6. Explain the factors affecting selection of distribution network. Answer in special reference to an automobile company that has cars and SUVs in the range of 4 lakh to 24 lakhs.

*Or*

Analyse the impact of growth of organized retail format on unorganized retail sector in India. Also explain the popular organized retail formats in consumer electronics industry.

7. Write short notes on any two of the following :
- (i) Cooperative advertising
  - (ii) Price sensitivity analysis
  - (iii) Prospects and Growth of Rural Marketing
  - (iv) Product Positioning Strategy.

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