

MBA
(SEM I) THEORY EXAMINATION 2018-19
MARKETING MANAGEMENT

Time: 3 Hours

Total Marks: 100

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

- 1. Attempt all questions in brief. 2 x 10 = 20**
- a. How does an organization create a customer?
 - b. What is Marketing?
 - c. Define Marketing Myopia?
 - d. Define market skimming and market penetration.
 - e. State Cost Plus Pricing
 - f. What Product Mix?
 - g. Differentiate between Need, Want and Demand.
 - h. What is Branding?
 - i. List the factors that influence consumer behavior.
 - j. What is the difference between market segmentation and product differentiation?

SECTION B

- 2. Attempt any three of the following: 10 x 3 = 30**
- a. What do you mean by marketing environment? How does it affect the Indian marketing concepts?
 - b. Describe the various concepts of marketing and explain with examples.
 - c. Briefly explain the concept of positioning, with suitable example?
 - d. Explain the concept of PLC and its utility for marketers?
 - e. How price of a product is determined? Explain the factors affecting price?

SECTION C

- 3. Attempt any one part of the following: 10 x 1 = 10**
- (a) Discuss the scope and relevance of the concept of market segmentation. Illustrate how firms would be benefited in marketing their products and services by segmentation.
 - (b) Discuss the marketing strategies that may be used at the introductory and maturity stages of the product life cycle.
- 4. Attempt any one part of the following: 10 x 1 = 10**
- (a) Discuss the implications of new product development decision on the business enterprise.
 - (b) What are the major objectives of product-line decisions? List out the merits and demerits that accrue from these decisions. Explain by giving suitable examples.
- 5. Attempt any one part of the following: 10 x 1 = 10**
- (a) Discuss the factors that govern the selection of channels of distribution by a

manufacturer.

- (b) When is Personal Selling more appropriate than other methods of Sales Promotion? Explain with examples.

6. Attempt any *one* part of the following: 10 x 1 = 10

- (a) What do you mean by Buyer Behavior? Explain 5 step Buyer decision process
- (b) Explain the following –
- (i) Packaging and Labeling
 - (ii) Concept of Target Market and its Strategies

7. Attempt any *one* part of the following: 10 x 1 = 10

- (a) Mention the various services which are rendered by the wholesalers to the producers and retailers.
- (b) Explain the major objectives of advertising. Distinguish between Advertising and Publicity.