

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

*Time: 3 Hours**Total Marks: 70***Note:** 1. Attempt all Sections. If require any missing data; then choose suitably.**SECTION A****1. Attempt all questions in brief. 2 x 7 = 14**

- a. Define Marketing.
- b. What is Consumer Behavior?
- c. How can you describe Positioning?
- d. What is Psychological Pricing?
- e. Define Three -level Distribution Structure.
- f. What are the objectives of Advertising?
- g. Define a Product.

**SECTION B****2. Attempt any three of the following: 7 x 3 = 21**

- a. List out the concepts of marketing
- b. Explain the terms - Needs, Wants, Demands, Value, Satisfaction, Exchange, Transactions, Relationships and Markets
- c. How is the Market Segmented? How profitable is each Segment? Explain.
- d. Define Sales promotion? What are its objectives? Describe the various steps to be taken for promoting the sales of a big concern?
- e. Describe the following-
  - (i) Global Marketing environment
  - (ii) Online Marketing

**SECTION C****3. Attempt any one part of the following: 7 x 1 = 7**

- (a) What do you mean by personal selling? What is the importance of personal selling? Explain.
- (b) Explain the significance of packing and labeling in product management.

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

- (a) Identify, analyze and monitor external forces and assess their potential impacts on the firm's goods and services
- (b) Describe major strategic consideration in PLC in its different stages.

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

- (a) Describe the buyer's decision-making process and the several factors which influence this decision
- (b) Explain Price Adjustment strategies in detail

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

- (a) Describe major options available for branding a consumer product. Differentiate between Brand Equity & Brand Loyalty with suitable examples.

- (b) What are marketing channels? Also explain the functions of distribution channels

7. **Attempt any *one* part of the following:**

**7 x 1 = 7**

- (a) What is advertising? Discuss its objectives and point out the problems of advertising in India?
- (b) Explain the following –
- (i) Targeting Approaches
  - (ii) Product Lines, Widths and Depths