



PAPER ID-410875

Printed Page: 1 of 2
Subject Code: KMBI402

Roll No:

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MBA(Integrated)
(SEM IV) THEORY EXAMINATION 2023-24
MARKETING MANAGEMENT- II

TIME: 3 HRS

M.MARKS: 100

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

SECTION A**2 x 10 = 20**

1. Attempt all questions in brief.

Q no.	Question	Marks	CO
a	What do you mean by product line, width and depth?	02	1
b	Define the concept of brand positioning	02	1
c	List the objectives of pricing.	02	2
d	What is meant by value-based pricing?	02	2
e	Mention channel conflicts.	02	3
f	What do you mean by multilevel marketing?	02	3
g	Define public relations.	02	4
h	What is meant by sales promotion mix?	02	4
i	Define the key social aspects of marketing.	02	5
j	What are the primary ethical concerns in marketing?	02	5

SECTION B**3 x 10 = 30**

2. Attempt any three of the following:

a	Explain the differences and similarities between the traditional marketing mix and the service mix.	10	1
b	Analyze the factors that influence pricing decisions and how they affect the pricing strategy.	10	2
c	Discuss the importance of distribution channels in the overall marketing strategy of a company.	10	3
d	Discuss the importance of the promotion mix in a company's marketing strategy.	10	4
e	Compare and contrast the marketing of services with the marketing of tangible products.	10	5

SECTION C**1 x 10 = 10**

3. Attempt any one part of the following:

a	Explain the new product development process and its significance for businesses.	10	1
b	Discuss the role of branding, packaging and labeling.	10	1

4. Attempt any one part of the following:

1 x 10 = 10

a	Explain the process and considerations involved in setting a pricing policy for a new product in a competitive market.	10	2
b	Evaluate different pricing methods and techniques, with appropriate examples.	10	2

1 | Page

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

a.	Analyze the factors influencing channel choice and how they impact the effectiveness of the distribution strategy.	10	3
b.	Evaluate different types of distribution channels and their suitability for various products and markets.	10	3

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

a.	What factors should be considered when selecting an advertising agency? Explain.	10	4
b.	Discuss the advantages and disadvantages of push and pull promotional strategies, providing examples of each.	10	4

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

a.	Explain direct marketing. Also explain the different forms of direct marketing.	10	5
b.	Evaluate the effectiveness of social media marketing and its impact on consumer behavior.	10	5