Printed Pages: 02 **Sub Code: KMB208/KMT205**

Paper Id: 270248 **Roll No.** | | | | | | | | | | |

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

Time: 3 Hours ***Total Marks: 100***

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

SECTION A

1. Attempt *all* questions in brief. **2 x 10 = 20**

Q no.	Question	Marks	CO
a.	What do you mean by marketing mix?	2	1
b.	What is the meaning of 'Physical evidence' in service mix?	2	1
c.	How product is a bundle of benefits?	2	2
d.	Why do firms practice 'Harvesting' strategy in decline stage of PLC?	2	2
e.	What is Brand equity?	2	2
f.	Why does a firm practice value pricing?	2	3
g.	How retailing is different from wholesaling?	2	3
h.	Define Advertisement.	2	4
i.	What is social media marketing?	2	5
j.	How marketing network is linked with relationship marketing?	2	5

SECTION B

2. Attempt any *three* of the following:

Q no.	Question	Marks	CO
a.	Discuss the elements of marketing mix of a Fast food restaurant.	10	1
b.	"Brand positioning is the act to do with the mind of customers". Discuss.	10	2
c.	What kind of distribution channel should be developed by a washing powder manufacture for his new Product? Suggest.	10	3
d.	How advertising budget affects the effectiveness of Advertising?	10	4
e.	"A key goal of relationship marketing is to develop long term relationship with customers in order to earn and retain business". Discuss.	10	5

SECTION C

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

Q no.	Question	Marks	CO
a.	"Marketing Mix plays vital role in creating value".	10	1
b.	Discuss the significance of GAP analysis in the context of service quality.	10	1

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

Q no.	Question	Marks	CO
a.	Select personal care product of your choice and discuss the product line of strategies.	10	2
b.	Discuss the marketing strategies adopted by marketers in each stage of PLC.	10	2

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

Q no.	Question	Marks	CO
a.	What type of pricing strategies is suggested to the newly launched product?	10	3
b.	Discuss the functions and types of distribution channel.	10	3

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

Qno.	Question	Marks	CO
a.	"IMC integrates all communications to develop long term relationship with customers". Justify.	10	4
b.	Differentiate between advertising and public relation.	10	4

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

Qno.	Question	Marks	CO
a.	Briefly discuss the significance of rural market in India today.	10	5
b.	"Digital marketing has changed the landscape of traditional marketing". Comment.	10	5

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