Printed Pages: 02 **Sub Code: NMBA016/MBTM016**

Paper Id: 270141 **Roll No.** | | | | | | | | | | |

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.