Sub Code:NMBA016/MBTM016

Paper Id: 270141 Roll No:

MBA
(SEM-I) THEORY EXAMINATION 2019-20
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. Define Marketing?
b. What is meant by Market Segmentations?
c. Describe the Marketing Mix.
d. Who is retailer?
e. Differentiate between Need, Want and Demand.
f. What is Brand Equity?
g. Write down the benefits of Marketing Information System.
h. Differentiate between Customer & Consumer.
i. What do you mean by consumer behavior?
j. Define product differentiation.

SECTION B

2. Attempt any *three* of the following: 10 x 3 = 30

a. Some of the Environmental forces are controllable whereas the others are beyond the control of a firm – Discuss
b. Explain Consumer and Industrial goods. What are the differences in the marketing of both types of goods?
c. Describe the types of advertising media and discuss their merits and demerits?
d. Explain in brief the Fivestages in the Buying Decision process.
e. What are the Various Kinds of Pricing Strategies – Discuss?

SECTION C

3. 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) Describe the various concepts of marketing and explain with examples.

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

(a) Describe major strategic consideration in PLC.
(b) Explain the significance of product management. How branding packaging and labeling help product manager in realizing their business goals.

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

(a) Explain the Goods – Services Continuum with suitable examples.
(b) What do you mean by personal selling? What is the importance of personal selling?

6. 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) Explain the following –
  (i) Strategic Marketing Planning
  (ii) Discounts and Rebates

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

(a) What is Product Positioning? What are the strategies for Product Positioning?
(b) "Money spent on advertisement is not wasteful." Critically examine this statement.

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