PAPER ID-311177

Roll No: [ ]

MBA
(SEM I THEORY EXAMINATION 2020-21
MARKETING MANAGEMENT

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**

a.	What is marketing myopia?
b.	Define 'Marketing Management'.
c.	Explain consumer markets.
d.	What are various types of market segmentation?
e.	What are differentiation strategies?
f.	Explain elements of marketing mix.
g.	What is branding?
h.	Explain role of labeling in packaging.
i.	What is penetration pricing?
j.	Briefly explain agile marketing.

SECTION B

2. Attempt any *three* of the following: **10x3=30**

a.	Explain meaning, nature and scope of marketing.
b.	Elaborate the various criteria and bases for effective market segmentation.
c.	Explain the concept of Pricing and its significance.
d.	Explain various types of distribution channels.
e.	Elaborate Relationship Marketing Vs. Relationship Management

SECTION C

3. Attempt any *one* part of the following: **10x1=10**

a.	Define holistic marketing and explain it with example.
b.	Explain difference between marketing and selling.

4. Attempt any *one* part of the following: **10x1=10**

a.	What is positioning? Explain various product differentiation strategies can be used for positioning.
b.	Explain consumer buying decision process with an example.

5. Attempt any *one* part of the following: **10x1=10**

a.	Explain the process of New product development.
b.	Explain pricing concepts and various pricing strategies.

6. Attempt any *one* part of the following: **10x1=10**

a.	Explain the concept of product and product hierarchy.
b.	Draw a neat diagram of Product Life Cycle (PLC) and explain its all stages with example.

7. Attempt any *one* part of the following: **10x1=10**

a.	Discuss the growth and benefits of direct marketing.
b.	Discuss Global marketing environment.

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