

Roll No.

Total No. of Pages : 02

Total No. of Questions : 17

MBA / MBA (IB) (2018 Batch) (Sem.-2)

MARKETING MANAGEMENT

Subject Code : MBA-203-18

M.Code :76155

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students have to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and students have to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

SECTION-A

Answer briefly :

- 1) Differentiate between marketing and selling.
- 2) What are factors influencing consumer buying behaviour?
- 3) What are features of a Good Label?
- 4) Define Green Marketing.
- 5) Highlight elements of service marketing mix.
- 6) What do you mean by channel design?
- 7) Outline need for conducting research in BOP markets.
- 8) What do you mean by informal economy?

SECTION-B**UNIT-I**

- 9) Explain various steps in marketing planning process with illustrations.
- 10) Outline the components of marketing information system, with examples.

UNIT-II

- 11) Highlight marketing mix strategies for various stages of the Product Life Cycle.
- 12) Explain characteristic features of alternative pricing methods, with illustrations.

UNIT-III

- 13) Explain steps involved in personal selling process, with illustrations.
- 14) What are relative advantages and disadvantages of various media for advertising? Elaborate.

UNIT-IV

- 15) Outline importance of bottom of the pyramid (BOP) marketing, with examples. Describe features of BOP Consumer.
- 16) Highlight important ethical issues involved in bottom of the pyramid (BOP) marketing, with illustrations.

SECTION-C**17) Read the case study and answer the questions based on it :**

A Japanese mobile hand set manufacturing company plans to enter Indian markets. The company has variety of handsets of various price ranges and features. It has desired your services as a marketing consultant. It needs your advice on which market segments it should target.

Questions :

- a) Recommend suitable bases of market segmentation of Indian markets for mobile handsets.
- b) What promotional tools you would recommend to the Japanese company for Indian markets for its mobile handsets?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.