

Code No: 721CL

**R15****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA II Semester Examinations, December - 2018****MARKETING MANAGEMENT****Time: 3hours****Max.Marks:75****Note:** This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

**PART - A****5 × 5 marks = 25**

- 1.a) Explain the importance of marketing intelligence system. [5]
- b) What are the various stages involved in consumer decision making process? [5]
- c) Explain the benefits of 'segmentation' with suitable examples. [5]
- d) Briefly discuss the elements involved in communication process. [5]
- e) What are the various objectives of pricing? [5]

**PART - B****5 × 10 marks = 50**

2. Discuss the importance of customer relationship management (CRM) and the various levels of relationship strategies followed by marketers. [10]
- OR**
3. Discuss the importance of technological environment and the various opportunities available for marketers. [10]
4. Explain the various strategies adopted by markets in different stages of product life cycle. [10]
- OR**
5. Analyse Michael Porter's value chain and how it can enhance customer value. [10]
6. Explain the various positioning strategies followed by marketers with relevant examples. [10]
- OR**
7. Discuss the various bases for segmenting business market. [10]
8. Describe the various channel management decisions. [10]
- OR**
9. How do you evaluate communication effectiveness of advertising? [10]
10. Explain the various factors that influence pricing decisions in an organization. [10]
- OR**
11. Discuss the various demand based pricing methods that are followed by marketers. [10]

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