

R15**Code No: 721CL****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA II Semester Examinations, January-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) What are the essential steps in marketing research process? [5]
- b) How would you classify broadly the industrial products? [5]
- c) What do you understand by product repositioning? When does such need arise? [5]
- d) What is the general nature of channel for industrial products? Why does it differ significantly from channel for consumer product? [5]
- e) What are the significant differences in approach to global marketing as against domestic marketing? [5]

PART - B**5 × 10 marks = 50**

- 2.a) What is the marketing information one would gather by analyzing sales invoice over a period of time?
- b) What do you understand by marketing orientation of the organization? How does it differ from general marketing management functions? [5+5]

OR

- 3.a) What is societal marketing concept?
- b) How do economic and technological environment influence marketing management of an organization? [4+6]

- 4.a) What are the implications of culture's influence on consumer behavior?
- b) How should the elements of marketing mix be planned in the growth and maturity stages of PLC respectively? [5+5]

OR

5. What are the different stages in new product development? Explain each of them very briefly. [10]

- 6.a) Explain with relevant examples of application, the geographical and demographical bases of segmenting the consumer market.
- b) What are the advantages of market segmentation to marketer? [6+4]

OR

- 7.a) What do you understand by multiple/hybrid segmentation of market? Give examples.
- b) What are the basic steps in product positioning strategy? [5+5]



- 8.a) What is non- store retailing? Provide examples of non store retailing.
b) What is the importance of selecting the right media for advertisement message? [5+5]

OR

9. Explain briefly each of the steps in personal selling. [10]

- 10.a) What are the various terms of sale related to price, we come across in normal business practice?
b) What are the ethical issues involved in comparative advertisement? [6+4]

OR

- 11.a) What are the implications of growth of rural markets in India to big corporate houses?
b) Contrast market penetration strategy of pricing versus price skimming strategy. [5+5]

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