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Code No: 721CL

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA II Semester Examinations, June/July-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) Define Societal Marketing and explain the concept with suitable examples.   [5]
  b) Write a brief note on the role of Customer Value in Marketing.   [5]
  c) Define Market Segmentation and spell out its importance.   [5]
  d) Define marketing Intermediate and explain about intermediates role in food retailing. [5]
  e) Write a short note on various Marketing Channels.   [5]

PART - B   5 ×10 Marks = 50

2.   Define Marketing Environment and give a brief note on the role of marketing environment in marketing decisions.   [10]

OR

3.   What is Marketing Research and explain how it support in determining the new market opportunities?   [10]

4.   Explain about the process of Consumer Decision Making Process and factors impacting on consumer buying decisions.   [10]

OR

5.   Explain the steps involved in New Product Development process with an illustration. [10]

6.   Define Segmentation, the basis for effective Segmentation and discuss the different segmentation methods of consumer, and business markets.   [10]

OR

7.   Do you believe that effective Positioning is a tool for effective marketing and state the positioning strategies.   [10]

8.   Define 'Marketing channel' its functions and frame work for designing new marketing channel for an FMCG product.   [10]

OR

9.   What is the role of Public Relations in market development and state the importance of different promotional mix elements?   [10]

10. Define Pricing, factors impacting on pricing and explain the different pricing methods in detail.   [10]

OR

11. Digital Marketing is growing day by day in India. Mention the reasons.   [10]

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