

R17

Code No: 742AB
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) What are the basic aspects of ethics in marketing research? [5]
- b) What is a brand? What is brand equity? [5]
- c) What is product positioning map? [5]
- d) What is the step by step approach to personal selling? [5]
- e) What is mark up price? What are its advantages and disadvantages? [5]

PART - B
5 × 10 Marks = 50

- 2.a) Explain the core concepts of needs, wants and demands as related to marketing.
 - b) What are the major components of external environment of marketing? [5+5]
- OR**
- 3.a) What is the significance of 4 P's of marketing?
 - b) Explain the difference between 'questionnaire' and 'schedule' in the context of marketing research. [5+5]
- 4.a) Explain the concept of product length and width.
 - b) What appropriate strategies need to be adopted at the decline stage of PLC? [5+5]
- OR**
5. What are the various stages of new product development? Explain each of them. [10]
- 6.a) What is behavioural segmentation of market? With example illustrate the various bases of behavioural segmentation.
 - b) Explain how business market is segmented. [5+5]
- OR**
- 7.a) How do you distinguish product positioning from product differentiation?
 - b) What is niche market? What are its characteristics? [5+5]
- 8.a) What are the functions performed by marketing channel? Explain.
 - b) What are the various trade promotion measures? [6+4]
- OR**
- 9.a) What is non store retailing? What are the various forms of non store retailing?
 - b) What are the channels of marketing for industrial products? [5+5]



- 10.a) What are the pricing objectives?
b) Explain some of the demand based pricing methods. [5+5]
- OR**
- 11.a) What are the distinguishing aspects of global marketing?
b) What are the advantages of internet marketing to customers and marketer? [5+5]

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