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MBA
(SEM I) THEORY EXAMINATION 2017-18
MARKETING MANAGEMENT

Time: 3 Hours**Total Marks: 100****Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.**Q1. Attempt all questions in brief.****2 x10 = 20**

- a. Define Marketing Myopia.
- b. Define need, want and demand.
- c. Elaborate Holistic Marketing.
- d. Define Targeting.
- e. What is Nish Marketing?
- f. What is product mix?
- g. Explain positioning.
- h. What is difference between discount and rebate?
- i. What is e-marketing?
- j. Elaborate skimming pricing?

Q2. Attempt any three of the following:**10 x 3 = 30**

- a. What is marketing management? How marketing adopt new liberalized economy?
- b. *“Consumer behavior is influenced by external variables and individual determinants. Research into all these factors can provide marketers with clues to reach and serve consumer more effectively”* Discuss.
- c. Describe new product development process. What may be the reasons of new product failure?
- d. What are the objectives of pricing? Define the factors which influence the pricing decisions.
- e. What do you mean by promotion mix? Discuss about the factors affecting the promotion mix.

Q3. Attempt any one part of the following:**10 x 1 = 10**

- a. What are the functions and scope of marketing?
- b. *“Selling is only the tip of marketing iceberg”* discuss this statement with help of differentiation between selling and marketing.

Q4. Attempt any *one* part of the following: 10 x 1 = 10

- a. What is market segmentation? What are the bases of market segmentation?
- b. Define positioning. How marketing information system helps in choosing the best positioning strategy?

Q5. Attempt any *one* part of the following: 10 x 1 = 10

- a. What do you mean by product? Define product levels and types of products in detail.
- b. Define product life cycle. Also elaborate all phases of product life cycle with their specific features.

Q6. Attempt any *one* part of the following: 10 x 1 = 10

- a. "Pricing is the art of translating into quantitative terms, the value of the product to customers at a point of time." Discuss.
- b. Enumerate the pricing methods and strategies which adopt to decide the price of a product or service.

Q7. Attempt any *one* part of the following: 10 x 1 = 10

- a. What is marketing channel system? Give your suggestions how channel management can be improve?
- b. What do you mean by direct marketing? Discuss advantages and disadvantages of direct marketing.