



Roll No: [ ]

**MBA**  
**(SEM I THEORY EXAMINATION 2020-21)**  
**MARKETING MANAGEMENT**

Time: 3 Hours

Total Marks: 100

Note: Attempt all Sections. If require any missing data; then choose suitably.

## SECTION A

1. Attempt all questions in brief. 2 x 10 = 20

|    |  |
|----|--|
| a. | What is marketing myopia?                      |
| b. | Define 'Marketing Management'.                 |
| c. | Explain consumer markets.                      |
| d. | What are various types of market segmentation? |
| e. | What are differentiation strategies?           |
| f. | Explain elements of marketing mix.             |
| g. | What is branding?                              |
| h. | Explain role of labeling in packaging.         |
| i. | What is penetration pricing?                   |
| j. | Briefly explain agile marketing.               |

## SECTION B

2. Attempt any three of the following: 10x3=30

|    |   |
|----|---|
| a. | Explain meaning, nature and scope of marketing.                             |
| b. | Elaborate the various criteria and bases for effective market segmentation. |
| c. | Explain the concept of Pricing and its significance.                        |
| d. | Explain various types of distribution channels.                             |
| e. | Elaborate Relationship Marketing Vs. Relationship Management                |

## SECTION C

3. Attempt any one part of the following: 10x1=10

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| a. | Define holistic marketing and explain it with example. |
| b. | Explain difference between marketing and selling.      |

4. Attempt any one part of the following: 10x1=10

|    |  |
|----|--|
| a. | What is positioning? Explain various product differentiation strategies can be used for positioning. |
| b. | Explain consumer buying decision process with an example.  |

5. Attempt any one part of the following: 10x1=10

|    |  |
|----|--|
| a. | Explain the process of New product development.          |
| b. | Explain pricing concepts and various pricing strategies. |

6. Attempt any one part of the following: 10x1=10

|    |  |
|----|--|
| a. | Explain the concept of product and product hierarchy.                                    |
| b. | Draw a neat diagram of Product Life Cycle (PLC) and explain its all stages with example. |

7. Attempt any one part of the following: 10x1=10

|    |  |
|----|--|
| a. | Discuss the growth and benefits of direct marketing. |
| b. | Discuss Global marketing environment.                |