

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7022

Roll No.

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M.B.A.**(SEM. I) EXAMINATION, 2008-09****MARKETING MANAGEMENT***Time : 3 Hours]**[Total Marks : 100*

- Note :**
- (i) *Attempt all questions. All questions carry equal marks.*
 - (ii) *Figures on the right hand indicate marks.*

1. Answer any four of the following : **5×4=20**

- (a) "Business is marketing". Explain.
- (b) Discuss briefly the various marketing philosophies.
- (c) How does external environment affect marketing decisions ?
- (d) Briefly explain the process of purchase decision making for a consumer product.
- (e) Discuss the difference between consumer market and industrial market.
- (f) Explain the importance of demand forecasting. Explain one technique.



- 2 (a) Explain the process of STP (Segmenting Targeting & Positioning). 10

OR

- (a) What are the bases of market segmentation ? Give examples.
- (b) What method(s) would you recommend for products selling like commodities today ? 10

OR

- (b) What is Market Research ? Explain a few techniques.

- 3 (a) What are the various product levels which marketer offers ? 10

OR

- (a) What do you understand by product life cycle ? Explain its relevance.
- (b) How does Branding help marketing ? Discuss few methods of Branding. 10

OR

- (b) What do you understand by market driven pricing ? Explain a few pricing methods.

- 4 (a) While explaining promotion mix, describe the personal selling process. 10

OR

- (a) What are the various channels of distribution in use today by companies ?



- (b) Discuss the current trends in organized retailing today. 10

OR

- (b) With example explain the importance of marketing organization and marketing control.

Write brief essay on any two of the following : 10×2=20

- (a) Rural Marketing
- (b) Rise in Services Marketing
- (c) Marketing Through Inter-NET
- (d) Customer Relationship Management.



Printed Pages : 2

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M.B.A.

(SEM. I) EXAMINATION, 2007-08

MARKETING MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

- Note :*
- (i) Attempt **all** questions.*
 - (ii) The figures on the **right** indicate marks.*

- 1 Answer any **four** of the following in about **250** **4×5**
words each :
- (a) What is marketing? Briefly discuss its nature and scope.
 - (b) Compare and contrast the selling concept with the marketing concept.
 - (c) "The natural environment presents both threats and opportunities to a marketer". Elucidate.
 - (d) Briefly explain the following terms:
market demand, market potential, company demand, company sales forecast.
 - (e) What is consumer behaviour? Explain any one model of consumer behaviour.
 - (f) In what ways are industrial markets different from consumer markets?
- 2 "Target marketing consists of segmenting, targetting **20**
and positioning." Explain.

OR

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[Contd...

"Differentiation can be applied to products, services, personnel, channels, or image." Elaborate. 20

- (a) "A product can be thought of through several levels." Explain. 10
- (b) Briefly explain the concept of product life cycle? 10
What strategies are appropriate in the decline stage?

OR

- (a) What objectives does a company seek to achieve through pricing? Which of these is most appropriate under conditions of intense competition? 10
- (b) "Penetration and skimming are the two basic pricing strategies." Elaborate. 10
- (a) What is advertising? Is the basic objective of advertising to increase sales and profits? What are its other objectives, if any? 10
- (b) Define sales promotion. Why does it bear a target of considerable criticism? 10

OR

- (a) What is a distribution channel? What are its functions? How are channels evaluated? 10
- (b) Define physical distribution. Discuss its importance. What is total cost approach to physical distribution? 10

Write notes on any **two** of the following : 2×10

- (a) Rural Marketing
- (b) Consumerism
- (c) Personal Selling
- (d) Internet Marketing.



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MBA

FIRST SEMESTER EXAMINATION, 2006-07

MARKETING MANAGEMENT

Time : 3 Hours

Total Marks : 100

Note : (i) *Attempt ALL questions.*

(ii) *All questions carry equal marks.*

(iii) *The figure in right hand margin indicate marks.*

(iv) *Be precise in your answer.*

Attempt *any four* parts of the following : (5×4=20)

- (a) Differentiate between the selling concept and the marketing concept.
- (b) "Customer value is a combination of quality, service and price." Explain.
- (c) "Marketing environment consists of micro as well as macro factors".. Discuss.
- (d) What is the nature of marketing ? Briefly explain.
- (e) What are the stages in the buying process ? Explain with an example.
- (f) Outline the similarities and differences between industrial markets and consumer markets.

- (a) Explain the meaning and benefits of market segmentation. Why are demographic variables are most common bases for segmentation ? How will you segment the Indian market for washing machines or for detergent powder ? 20

OR

- (b) Define marketing research and discuss its scope. In what ways, if any, is it different from market research ? Briefly explain the marketing research process. 20

- (a) Explain the concept of product life cycle ? What strategy would you suggest for a product in its decline stage ? 10

- (b) What is a brand ? What are the purpose and limitations of branding ? Explain in brief the major branding decisions ? 10

OR

- (a) Compare the cost oriented pricing with demand oriented pricing ? "Choice of pricing method depends upon pricing objective". Explain. 10

- (b) What is differential pricing ? Under what circumstances, should a marketer use a differential pricing policy ? What are its disadvantages ? 10

- (a) What is personal selling ? How does it differ from advertising ? Briefly explain its process. 10

- (b) Define sales promotion. What are its functions and methods ? Is sales promotion more effective than advertising ? Why or why not ? 10

OR

- (a) What is a distribution channel ? What are its functions ? How are distribution channels evaluated ? 10
- (b) Write a note on marketing organization explaining the popular bases for organizing marketing departments. 10

Briefly discuss on *any two* parts of the following :

(10x2=20)

- (a) Relationship Marketing
- (b) Marketing of Services
- (c) Consumerism
- (d) Product Positioning

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PAPER ID : 7022

Roll No.

0511470202

MBA

FIRST SEMESTER EXAMINATION, 2005-2006

MARKETING MANAGEMENT

Time : 3 Hours

Total Marks : 100

Note : (i) Answer **ALL** questions.

(ii) The figures in the right hand margin indicate marks.

(iii) Be precise in your answer.

1. Attempt **any four** of the following questions : (5×4=20)

- (a) "Exchange is the core concept of marketing". Elaborate.
- (b) What is relationship marketing ? Why has it become so important these days ?
- (c) Differentiate between needs, wants, and demands. Can marketers create needs ?
- (d) "Marketing is not a function of business. It is the whole business seen from consumers' point of view". Explain.
- (e) What is B2B marketing ? Explain its significance.
- (f) What is positioning ? What are its advantages and limitations ?

2. (a) "Markets can be segmented at four levels segments, niches, local areas, and individuals." Discuss when does a company go for mass marketing ? (20)

OR

- (b) What is differentiation ? When does it become meaningful ? Briefly explain the major tools and techniques of product differentiation. Give examples. (20)

3. (a) Explain the steps in a pricing process in brief. (10)

- (b) When and how should a company initiate a price change ? How should it respond to competitors' price changes ? (10)

OR

- (a) Explain the following terms with examples : Line extensions, Brand extensions, Multibrands, and Co-branding. What are the risks in brand extension ? (10)

- (b) "Packaging and labelling are important marketing tools." Discuss. (10)

- (a) Briefly explain the major decisions in developing an advertising program. (10)

- (b) What is sales promotion ? What are its purposes ? Why do many marketers criticize sales promotions ? (10)

OR

- (a) What are distribution channels? What factors should be taken into consideration while selecting distribution channels? (10)
- (b) Define physical distribution and explain its major components. (10)

Briefly discuss any Two of the following : (5x4=20)

- (a) Direct Marketing
- (b) Rural Marketing
- (c) Legal Issues in Marketing
- (d) Current Trends in Retailing

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MBA

FIRST SEMESTER EXAMINATION, 2004-2005

MARKETING MANAGEMENT

Time : 3 Hours

Total Marks : 100

Note : (i) Attempt *ALL* questions.

(ii) The figures in the right hand margin indicate marks.

1. Answer *any four* of the following :— (5×4=20)

- (a) "Marketing begins before the production of goods and continues even after the sale has been made". Elaborate.
- (b) Explain any one method of demand forecasting. Give its merits and demerits.
- (c) What is consumer behaviour ? How is its study useful to a marketer ?
- (d) Differentiate between consumer markets and industrial markets.
- (e) How does socio - cultural environment of a country affect the buying behaviour of its people ?
- (f) "Customer is the king". Discuss.

2. What is segmentation ? What are its bases ? How will you segment the markets for (i) expensive wrist watches and (ii) inexpensive cameras. 20

OR

What is marketing research ? Briefly explain its process. What are the advantages and limitations of marketing research ? 20

3. (a) What is a product ? Explain the width, depth and consistency of the product - mix. 10
- (b) Why do most of the new products fail ? Briefly explain the process of new product development. 10

OR

(a) Define a 'Brand'. Is advertising the most effective tool for brand - building ? Why or why not ? 10

(b) "Packaging is the fifth P of marketing - mix". Discuss. 10

4. (a) Define promotion and explain promotion - mix. What are the major consumer promotion tools ? 10

(b) What is direct marketing ? Discuss its benefits and limitations. Briefly describe the major channels for direct marketing. 10

OR

(a) What are marketing channels ? How should a company select, train, motivate and evaluate its channel members ? 10

(b) Write a note on current trends in wholesaling and retailing in India. 10

5. Briefly discuss *any two* of the following : (10x2=20)

(a) Services Marketing

(b) B 2 B Marketing

(c) C R M

(d) Consumerism

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