

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

PAPER ID : 7106

Roll No.

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M.B.A.

(Semester-I) Theory Examination, 2011-12

MARKETING MANAGEMENT

Time : 3Hours]

[Total Marks : 100

Note : Attempt questions from all Sections as directed.

Section-A

1. Attempt *all* parts of this questions in 50 to 75 words.

All parts carry equal marks : $2 \times 10 = 20$

- (a) What is Market ?
- (b) Differentiate consumer with customer.
- (c) Define Market Demand .
- (d) Explain usefulness of positioning.
- (e) What are components of macro-environment of marketing ?

- (f) What is Product ?
- (g) Define Market Penetration Pricing.
- (h) Differentiate advertising with publicity.
- (i) Differentiate selling with marketing.
- (j) What is 'Product Width' in product mix ?

Section-B

2. Attempt any *three* parts of this question. All parts carry equal marks: 10×3=30

- (a) What do you mean by Marketing ? Discuss the growth of marketing as a concept by explaining various philosophies of marketing.
- (b) Explain Marketing Environment. Discuss its impact on marketing decisions.
- (c) What do you mean by Product Life Cycle ? Explain its phases with suitable illustration.
- (d) Appropriate Pricing Methods is important for success of pricing decision. Comment. Also explain two popular pricing methods.
- (e) What is rural marketing ? How is rural marketing different from regular marketing ?

Section-C

Attempt *all* questions of this section. All questions carry equal marks : $10 \times 5 = 50$

3. "Modern marketing starts with STP and ends with relationship marketing." Critically comment on the statement with suitable reasonings.

Or

What do you mean by Market Segmentation ? Discuss its process.

4. Why is new product developed ? Discuss the process of new product development.

Or

Explain the concept of Product Mix. Design a product mix structure of Hindustan Unilever Ltd.

5. Explain the concept of Customer Relationship Management. Discuss the role of Customer Relationship Management in modern marketing.

Or

Why is promotion important for marketing success ? Also explain promotion mix.

6. Explain the factors affecting selection of distribution network.

Or

Analyse the impact of growth of organized retail format on unorganized retail sector in India. Also explain the popular organized retail formats in consumer electronics industry.

7. Write short notes on any two of the following :

(i) Marketing Information System

(ii) Managing Channel Intermediaries

(iii) Public Relations

(iv) Electronic Marketing.