

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

PAPER ID : 1165

Roll No.

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M.B.A.

(SEM. I) ODD SEMESTER THEORY

EXAMINATION 2013-14

MARKETING MANAGEMENT

Time : 3 Hours

Total Marks : 100

Note :— Attempt questions from each section as per instructions.

SECTION—A

Attempt all parts of this question in 50-75 words. Each part carries 2 marks. (2×10=20)

1. (a) What is meant by 'social marketing' ?
- (b) What do you understand by 'customer value' ?
- (c) What do you understand by 'marketing mix' ?
- (d) What is meant by 'consumer behavior' ?
- (e) What are 'organizational consumers' ?
- (f) What is 'market potential' ?
- (g) What is 'target market' ?
- (h) Explain the concept of 'product positioning'.
- (i) What is 'branding' ?
- (j) What do you mean by 'promotion' ?

SECTION—B

Attempt any **three** questions parts in **100-200** words. Each part carries **10** marks. (10×3=30)

2. (a) "Marketing affects the lives of people." Do you agree with the statement, give suitable examples to support your arguments.
- (b) What is a 'marketing plan' ? Describe the nature and contents of a marketing plan.
- (c) Differentiate between full coverage market targeting and limited coverage market targeting.
- (d) Explain different steps involved in consumer adoption process.
- (e) Describe various tools and techniques of 'sales promotion'.

SECTION—C

Attempt **all** questions in **300-500** words. Each question carries **10** marks. (5×10=50)

3. "Marketing management is the process of scanning the environment, analyzing marketing opportunities, designation strategies and then effectively implementing and controlling marketing practices." Discuss.

OR

Discuss the changing marketing practices in the new liberalized economy in India.

4. What is 'market segmentation' ? Discuss the different bases for market segmentation.

OR

Differentiate between full coverage market targeting and limited coverage market targeting.

5. Explain the procedure of strategic marketing planning.

OR

What is 'marketing information system' ? Describe the major components of marketing information system.

6. What is 'pricing' ? Discuss various pricing methods and techniques.

OR

Discuss the nature, functions and types of distribution channels.

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

- (a) Value delivery network
- (b) Discounts and Rebates
- (c) Marketing channels
- (d) Socio-cultural environment.