MBA
(SEM I) THEORY EXAMINATION 2018-19
MARKETING MANAGEMENT-I

Time: 3 Hours   *Total Marks: 100*

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

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

   a. How do you understand the term marketing?
   b. Define the term, customer value, with supporting examples.
   c. What is Niche Market?
   d. Define Ethnic Market.
   e. List out the necessary skills for a Marketing Manager.
   f. What is the major importance of studying the Consumer Behavior?
   g. Differentiate Consumer Marketing and Industrial Marketing
   h. Define Positioning in marketing
   i. What is PEST analysis in environmental scanning?
   j. Define Globalisation?

SECTION B

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

   a. 'Marketing is more than the customer orientation.' Critically evaluate the statement, with the examples from the real world.
   b. What is meant by Market Segmentations? What are the criteria of successful Market segmentation?
   c. Some of the Environmental forces are controllable whereas the others are beyond the control of a firm – Discuss
   d. Differentiate between selling & marketing concept.
   e. How business & marketing are changing in India?

SECTION C

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

   (a) Describe the factors influencing consumer behavior. Select any TWO factors and discuss how marketing of consumer goods in India should pay close attention towards these factors.
   (b) Describe the information you would expect to find in the sections of a typical marketing plan and summaries the importance of marketing planning to marketing management.

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

   (a) Explain the Marketing Environment factors for the Cosmetic Industry.
   (b) Explain the Benefits and approaches of Market Segmentation with suitable examples.

5. **Attempt any *one* part of the following:**   **10 x 1 = 10**
    (a)   Explain the different types in Buyer Behavior Models with example.
    (b)   Explain the nature and purpose of Marketing Information System. Why it is so important in STP Process?

6. **Attempt any *one* part of the following:**   **10 x 1 = 10**
    (a)   What is Marketing Research? Explain the various steps in research process.
    (b)   Define social marketing? Why it is given more importance in present scenario?

7. **Attempt any *one* part of the following:**   **10 x 1 = 10**
    (a)   What are the different steps in business buying process? Explain each step.
    (b)   Explain Targeting and Positioning? Why these are included in STP Process. What are the different target market strategies?