

**YMCAUST, May 2018**

**MBA II SEMESTER**

**Marketing Management (MBA/111)(Reappear)**

Time: 3 Hours

Max. Marks:60

- Note:
1. It is compulsory to answer all the questions (2 marks each) from Part -1. Answer all questions of Part-1 in short.
  2. Answer any four questions (10 marks each) from Part -2 in detail.
  3. Different parts of the same question are to be attempted adjacent to each other.

**PART -1**

- Q1 Write the short note on the following:
- (a) Retaining the customers (2)
  - (b) Define Marketing Information System. (2)
  - (c) Segmentation (2)
  - (d) Targeting (2)
  - (e) Positioning (2)
  - (f) Objectives of Advertisement (2)
  - (g) Sales Promotion (2)
  - (h) Product Line (2)
  - (i) Permission Marketing (2)
  - (j) Green Marketing (2)

**PART -2**

- Q2 Define the concept of Marketing. Explain the different philosophies of Marketing (10)
- Q3 (a) Write in brief ethical issues involved in Marketing. (5)
- (b) Explain by flow chart process of developing new product. (5)
- Q4 Differentiate between Individual Consumer Buying behavior and Organizational Buying Behavior. What are the factors affecting organizational buying behavior? (10)
- Q5 What is Marketing Mix? Write the pricing practices and strategies adopted by the companies in case of developing new product. (10)
- Q6 (a) Discuss about the branding and packaging decisions that a marketing manager makes. (5)
- (b) Explain any four sales forecasting methods. (5)
- Q7 Write the notes on Holistic Marketing and Social Marketing. (10)

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