

Roll No.

Total Pages : 3

43222

May, 2019

MBA - II SEMESTER

Marketing Management (MBA/111)

Time : 3 Hours]

[Max. Marks : 75

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

1. Briefly explain the following :
 - (a) Green marketing. (1.5)
 - (b) Market segmentation. (1.5)
 - (c) Marketing programme. (1.5)
 - (d) Importance of public relations. (1.5)

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| (e) Psychological pricing. | (1.5) | 6. (a) How wholesaling is different from retailing? | (7.5) |
| (f) Ethical issues in marketing. | (1.5) | (b) Discuss the importance of product life cycle (PLC) to a marketing manager. | (7.5) |
| (g) Consumer behavior. | (1.5) | | |
| (h) Product line. | (1.5) | 7. Write short notes on : | |
| (i) Event Marketing. | (1.5) | (a) Marketing information system. | (7.5) |
| (j) Evaluating advertising effectiveness. | (1.5) | (b) Sales forecasting methods. | (7.5) |
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PART-B

2. What factors influence the choice of promotion-mix? Describe in detail 'sales promotion' and 'personal selling' highlighting their advantages and limitations. (15)

3. Explain various stages of new product development process? (15)

4. What is marketing environment? Explain the various factors/forces which constitute a company's micro and macro environment. (15)

5. What are the benefits of direct marketing? Explain different forms of direct marketing. How organisation can build a successful direct marketing campaign? (15)