

332202

May, 2019
MBA - II SEMESTER
MARKETING MANAGEMENT (MB/112)

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. (a) Define Marketing. (1.5)
- (b) What is Marketing Mix? (1.5)
- (c) What is product positioning? (1.5)
- (d) Explain marketing information system. (1.5)
- (e) Define marketing channel. (1.5)
- (f) What do you mean by sales promotion? (1.5)
- (g) Write a short note on personal selling. (1.5)
- (h) What is event marketing? (1.5)
- (i) What is market segmentation? (1.5)
- (j) What is permission marketing? (1.5)

PART-B

2. What do you understand by marketing management ?
What are the major approaches of the company to retain their customers. (15)

 3. (a) Write a short note on marketing environment. (5)
(b) What are the ethical issues in marketing? (10)

 4. Explain marketing strategies in different stages of Product life cycle. (15)

 5. (a) What are the factors influencing consumer buying behavior? (5)
(b) What are the bases of market segmentation? (10)

 6. (a) Explain the factors determining the choice of a suitable channel of distribution. (10)
(b) Write a note on public relations. (5)

 7. Write Short notes on :
(a) Social marketing.
(b) Holistic Marketing.
(c) Sales Forecasting Methods. (5×3=15)
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