

Roll No.

16/5/24 (B)

Total Pages : 03

701206

May 2024

M.B.A. (Second Semester)

Marketing Management (MGT-114)

Time : 3 Hours]

[Maximum Marks : 75

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

Part A

1. (a) What is the nature of marketing ? 1.5
- (b) What is positioning concept ? 1.5
- (c) How is segmentation different from targeting ? 1.5
- (d) What is psychographic segmentation ? 1.5
- (e) Different shapes of PLC. 1.5
- (f) How is consumer promotion different from trade promotion ? 1.5
- (g) What is Direct Marketing ? 1.5
- (h) Functions of packaging. 1.5

- (i) What is brand image ? 1.5
- (j) Explain loss leader pricing. 1.5

Part B

- 2. (a) What are the steps involved in Marketing Research ? Discuss them with examples. 10
- (b) Explain the strategies of developing relationship with customers. 5
- 3. (a) What are pricing strategies ? Explain with example. 5
- (b) Explain the stages of new product development with relevant examples. 10
- 4. Explain STP concept of Marketing. Explain the methods of segmentation, targeting and positioning with example. 15
- 5. (a) What are distribution strategies ? Explain with example. 5
- (b) Explain the factors influencing organizational buying behaviour and the process involved in OBB. 10
- 6. (a) What is Integrated Marketing Communication ? Explain its different elements with relevant examples. 10

- (b) Explain social marketing vs. green marketing. 5

- 7. Explain marketing strategies at different stages of Product Life-Cycle. What are the objectives at different stages and how are they achieved ? 15