

May 2024**M.B.A. (PMS) (Second Semester)
Marketing Management (MPM-206)***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) Selling concept vs. Marketing concept. 1.5
- (b) What is Relationship marketing ? 1.5
- (c) Micro-environment variables of Marketing. 1.5
- (d) Importance of Marketing research in marketing. 1.5
- (e) Need of marketing information system. 1.5
- (f) Five ways of targeting in marketing. 1.5

- (g) Test marketing vs. concept testing. 1.5
- (h) What is public relations ? 1.5
- (i) Benefits of network marketing. 1.5
- (j) Whole selling functions. 1.5

Part B

- 2. (a) Discuss the nature and scope of marketing. Explain the strategies that can be used by marketers for relationship building with the customers. Give suitable examples. 10
- (b) Explain the ethical issues in marketing. 5
- 3. (a) List the factors influencing organizational buying behavior. 5
- (b) How organizational buying behavior is different from consumer buying behavior ? Discuss with examples. 10
- 4. What are the bases of market segmentation ? Discuss with examples. Explain the methods of positioning of different products in the market with examples. 15

- 5. (a) What is a product mix ? Explain with a example of any company you know. 5
- (b) What is product life-cycle of a product ? Discuss the different stages involves and the marketing strategies used at each stage of its PLC with examples. 10
- 6. (a) What are the factors affecting pricing of the product ? Explain pricing strategies and important methods of pricing with examples. 10
- (b) How Advertising is different from Sales promotion ? Give suitable examples. 5
- 7. Write note on different marketing organisation structures. Explain the advantages and disadvantages of each structure and according to you which structure is considered to be the best and why ? Discuss. 15