

DB-492(A)

M. B. A. (F. T.) (Second Semester)
EXAMINATION, 2012

MARKETING MANAGEMENT

(CP-205)

Time : Three Hours

Maximum Marks : 80

Section – A

8 each

(Short Answer Type Questions)

Note : Attempt any four questions.

1. Distinguish between Advertising and Publicity.
2. Explain the product concept and production orientation. Distinguish between them.
3. What is Product Life Cycle ? What strategies can be adopted to stretch the PLC in the maturity stage ?
4. Distinguish between skimming pricing and penetration pricing with examples.
5. What are the bases for segmenting business or industrial markets ?
6. Explain zero, one and two level channels with examples.
7. Draw the typical organisation structure of the marketing department in a multinational FMCG company.

8. Write short notes on the following :

- (i) Green Marketing
- (ii) Consumerism

Section – B

16 each

(Essay Type Questions)

Note : Attempt any three questions.

9. What is Market Targeting ? Explain the various types of target market selection.
10. What is Marketing Intelligence System ? How is MIS developed and implemented ?
11. Describe the various micro and macro environmental factors that influence the marketing decisions of a company.
12. Describe any four pricing methods and specify when they are used. Give examples to explain your answer.
13. What branding strategies should be adopted for :
 - (i) a consumer product
 - (ii) an industrial product
 - (iii) an agricultural product and
 - (iv) a pharmaceutical product (medicine)