

DG-454

M.B.A. II Semester (FT) Exam. 2014

MARKETING MANAGEMENT

Paper: CP-205

Time Allowed : Three Hours

Maximum Marks : 80

Section-A (Short Answer Type)

Note; Answer any FOUR questions.

Q. 1. What is the difference between marketing and sales? Give your views.

Q.2. What are the components of marketing environment? Explain in brief.

Q.3. Write short notes on:

- a) Green marketing
- b) Globalisation

Q.4. What do you understand with term "product mix", explain with the help of example?

Q.5. What is the role of marketing information system in decision making why it is important?

Q.6. It is said that marketing has a very wide scope. Explain what all is covered under scope of marketing.

Q.7. What is the difference between consumer and industrial markets? How they are different from each other?

Q.8. What do you understand with the term 'Brand'? Explain with the help of examples.

Section-B

Note: Answer any THREE questions.

Q. 1. Market segmentation is considered as the key strategy for marketing. Explain various basis of segmenting the market taking any of the relevant examples.

Q.2. Marketing strategies get changed with the PLC stages. Explain concept of product life cycle and adopted key strategies at each of the stages.

Q.3. An organisation uses pricing as one of the key strategies. It keeps changing depending upon market conditions. Explain various pricing methods, use suitable examples.

Q.4. Write short note on following

- a) Promotion mix
- b) Advertising
- c) Sales promotion
- d) Publicity

Q.5. What is the role of distribution channel in marketing? Explain vertical marketing system in light of the distribution management