

Roll No.

Total No. of Questions : 13] [Total No. of Printed Pages : 2

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M.B.A. IInd Semester (Old/New) Examination, 2018

Marketing Management

Paper - CP - 204

Time : 3 Hours]

[Maximum Marks : 80

SECTION - 'A'

8×4=32

Note :- Answer any **four** questions from this section. Each carries 8 marks.

- ✓ 1. "A set of tools need to elicit response from target markets is called the marketing mix" Elaborate
2. Throw some light on social marketing concept
- ✓ 3. How technological change is creating new marketing opportunities?

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P.T.O.

- ✓ 4. Discuss the components of marketing Information system
5. Explain how barriers to the use of marketing research can be overcome?
6. What are the stages of buying decision process in case of industrial buyers. <http://www.onlinebu.com>
- ✓ 7. What are the bases of segmenting industrial market?
8. What is the pricing objective in general?

SECTION - 'B'

16×3=48

Note :- Answer any 3 questions from this section. Each question carrier 16 marks.

- ✓ 9. Within the rapidly changing global picture which major environmental forces, marketers must monitor?
10. What is positioning & how do you develop a positioning strategy?
11. What all steps should be taken for setting price?
- ✓ 12. Discuss the channel management decisions a marketing manager how to take.
13. Discuss evaluation and control methods of the total marketing effort.

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