Roll No.

12022

MBA 2 Yr. 2nd Semester CBCS (2016-17) Examination – May, 2019

MARKETING MANAGEMENT

Paper: 16IMG22C2

Time: Three Hours]

[Maximum Marks: 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note: Attempt all eight parts of the question in Section A. Attempt four questions selecting one question from each Unit in Section B. All questions carry equal marks.

SECTION - A

- 1. Explain in brief the meaning of following:
 - (a) Customer satisfaction
 - (b) Marketing research
 - (c) Product life cycle

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- (d) Product differentiation
- (e) Product branding
- Marketing channel
- Public relations
- (h) Web marketing

SECTION - B

UNIT - I

- 2. "Marketing begins before production and continues even after transaction." In the light of this statement discuss the nature and scope of marketing.
- 3. What is marketing information system? How does it help marketing people in decision making?

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UNIT - II

- 4. What is business buying behavior? Who are the participants in business buying process? Enumerate various stages of buying decision process in business markets.
- 5. What do you mean by market segmentation? Discuss the bases used for segmenting the market taking suitable examples.

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UNIT - III

- **6.** (a) What do you understand by product mix ? Explain in brief.
 - (b) Discuss the role of packaging in market development, with suitable examples.
- 7. Explain the various methods of pricing. What are the factors to be considered before setting of prices?

UNIT -- IV

- **8.** 'Advertisement and Sales Promotions are inevitable in marketing' evaluate with example.
- **9.** What do you mean by controlling the marketing efforts? Discuss various types of controls used by business organization.

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