

Roll No. ....

Total No. of Questions : 07]

[Total No. of Pages : 02

MBA (Sem. - 2<sup>nd</sup>)

MARKETING MANAGEMENT

SUBJECT CODE : MB - 204 (2k8 & onwards)

Paper ID : [C0172]

[Note : Please fill subject code and paper ID on OMR]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section-A is **Compulsory**.
- 2) Attempt any **Four** questions from Section-B

**Section - A**

**Q1)**

**(10 × 2 = 20)**

- a) Define Marketing.
- b) What are advantages of competitor analysis?
- c) What are advantages of Marketing Information system.
- d) Define Positioning.
- e) What is meant by labelling?
- f) Define brand equity.
- g) Define service marketing.
- h) Define green marketing.
- i) What do you mean by E-commerce?
- j) What are purposes of public relations.

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**Section - B**

**(4 × 10 = 40)**

- Q2)** Highlight various components of the marketing environment which a manager must keep in mind?
- Q3)** Critically examine various factors influencing consumer buying process, with suitable illustrations.
- Q4)** Outline the various steps involved in the new product development and launch.
- Q5)** What are various objectives of pricing? Describe alternative pricing strategies.
- Q6)** What are the various types of marketing channels used? Describe their functions.
- Q7)** Explain salient features of Customer Relationship Management, with suitable illustrations.

