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Total No. of Questions : 11]

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MBA / MBA (IB) (Sem. - 2nd)

MARKETING MANAGEMENT

SUBJECT CODE : MBA-204 (2012 Batch)

Paper ID : [C0249]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section-A consists of 6 questions carrying 5 marks each. student have to attempt any four questions.
- 2) Section-B consists of four units. Each unit consist of two questions, students have to attempt one question from each unit each question carries 8 marks.
- 3) Section - C consists of one case study carrying 8 marks

Section - A

- Q1)** Discuss the marketing planning process.
- Q2)** Discuss impact of product life cycle on promotion and pricing strategies
- Q3)** “It is important to competitor analysis before STP is undertaken”. Do you agree or disagree. Support your answer
- Q4)** Write short notes on following
- a) Types of channels
 - b) Promotion Mix
- Q5)** Outline new product development process.
- Q6)** What is rural marketing? What are the nuances of rural market which make it difficult to penetrate?

Section - B

UNIT-I

- Q7)** What do you understand by consumer behavior? Why is important to develop an understanding of consumer behavior? how is buying behavior different in B2C and B2B segments.

OR

- Q8)** Differentiate between production, product, selling and marketing concept. Assume a company selling soaps, how will its marketing mix change as it moves from production concept to marketing concept.

UNIT-II

Q9) What is a product? What are factors influencing product mix? design a product mix for a laptop. Assume your own brand name and clearly specify the target markets.

OR

Q10) What is the role of competitor analysis in pricing decisions? Discuss perceived value based pricing, cost based pricing and product bundled pricing strategy?

UNIT-III

Q11) Discuss in detail the personal selling process? What kind of products and markets demand higher degree of personal selling in promotion mix ?

OR

Q12) Differentiate the following

- i) Retailing and wholesaling
- ii) Advertising and Direct selling

UNIT-IV

Q13) What is impact of consumerism on marketing management?

OR

Q14) What are emerging trends in marketing? Are these different from traditional marketing or old wine in new bottle. Support your answer

Section -C

CASE STUDY

Ram and Ritesh are two enterprising youth. they finished their MBA from PTU and instead of doing a job, they started an entrepreneurial venture to sell fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Ram and Ritesh generating start up capital was a major bottleneck for mass production. However, the first trial batch of mushrooms that they produced was bought by a five star hotel in Chandigarh. Further, the hotel placed orders for supply of 30 kgs every day.

Though today mushroom industry is run by small entrepreneurs, like Ram and Ritesh, big players like Freshness Mushrooms, was also dominant players in the industry. However, these big players though equipped with cold storage facility were more interested in the export market. Ram and Ritesh aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food.

Questions

- a) How will you advise Ram and Ritesh, as how to increase the consumer awareness about this new food?
- b) What would be your suggestions for distribution channel for mushrooms?

