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Total No. of Pages: 03
Total No. of Questions: 15

MBA (IB) (Sem.-2nd)

MARKETING MANAGEMENT

Subject Code: MBA-204

Paper ID: C0249

Time: 3 Hrs.

Max. Marks: 60

NOTE:-The question paper has three sections. Section A = 20 marks, Section B = 32 marks and Section C = 8 marks. Section A consists of 6 questions of 5 marks each student has to attempt any 4. Section B consists of 4 questions with 2 subsections from each unit of syllabus. It is compulsory to attempt one question from each subsection. Each question is of 8 marks each. Section C consists of one case study of 8 marks.

SECTION A

1. Discuss effect of globalization on marketing planning process.
2. Discuss impact of product life cycle on product and place strategies
3. What are the factors which influence STP process? What Is the role of differentiation in STP process?
4. Write short notes on following
 - a) Channel management decisions
 - b) Types of advertisements
5. Outline new product development process.
6. "Many marketers state that customer satisfaction is a temporary state and a myth". Do you agree or disagree. Please support your answer in context with CRM.

SECTION B

Unit I

- Q.7. What do you understand by consumer behavior? Discuss the factors which influence buying behavior in B2C markets and how they are different from ones in B2B markets.
- Q.8. Differentiate between production, product, selling and marketing concept. Assume a Company selling candles, how will its marketing mix change as it moves from production concept to marketing concept.

Unit II

- Q.9. What is difference between a product and service? What are factors influencing product mix? Briefly define the five strategies that a marketer can use for rejuvenating a declining product.
- Q.10. Discuss perceived value based pricing, cost based pricing and product bundled pricing strategy?

Unit III

- Q.11. Discuss in detail the personal selling process? What kind of products and markets demand higher degree of personal selling in promotion mix?
- Q.12. What are principal functions of a distribution channel? Why do companies usually prefer independent distributors to perform these functions? How has internet effected the way these functions are performed?

Unit IV

- Q.13. Discuss the importance of customer satisfaction, Loyalty and retention in marketing?
- Q.14. 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)

- Q.15. Zena has been promoted to vice-president at the management consulting firm she works for. Her new status has led her to consider the need for a new car. Her trusty little Volkswagen Beetle has over 100,000 miles on it and no longer seems appropriate. Susanne, another vice-president, has suggested that Zena consider a car produced by Ford because her experience with them had been very good. Zena began her quest for a new car by visiting several car dealers and obtaining pamphlets on the models she is considering. She also made a trip to the library to study Consumer Reports magazine and other consumer rating publications to see what the experts think. Finally, after evaluating all options, Zena decided to purchase a new Skoda. She believes the car is a good fit with her new image and position in her company. However, now that she has purchased the car, she

saw more advertisements touting its features then she had ever noticed before. She also noticed many models of her car on the road. Zena views the fact so many others are driving the same model car she is proof that she made a good decision

Questions:

- i) Discuss the consumer decision making process in context of the case. While highlighting the factors which have influenced Zenas decisions.
- ii) What promotion strategies can a company follow to convince an extensive decision maker like Zena.

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