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Total No. of Pages : 03

Total No. of Questions : 15

MBA/MBA (IB) (2012 & Onward) (Sem.-2)

MARKETING MANAGEMENT

Subject Code : MBA-204

Paper ID : [C0249]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A** contains **SIX** questions carrying **FIVE** marks each and students has to attempt any **FOUR** questions.
2. **SECTIONS-B** consists of **FOUR** Subsections : Units-I, II, III & IV. Each Subsection contains **TWO** questions each carrying **EIGHT** marks each and student has to attempt any **ONE** question from each Subsection.
3. **SECTION-C** is **COMPULSORY** and consist of **ONE** Case Study carrying **EIGHT** marks.

SECTION-A

1. What are the criteria for Market Segmentation?
2. Distinguish Product Marketing and Services Marketing, giving suitable examples.
3. Describe the differences between Marketing and Selling.

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4. What are the different stages in Product Life Cycle (PLC)?
5. Define "Green Marketing". How it is different from social marketing?
6. What is a Personal Selling? How it is different from sales promotion?

SECTION-B
UNIT-I

7. What do you understand from Segmentation, Targeting and Positioning (STP) strategies? Discuss the steps in strategic marketing planning in detail.

OR

8. Why and how do psychological factors influence consumer buying behaviour? As a potential buyer of a latest brand of DVD, briefly explain the social and cultural factors that affect your buying decision.

UNIT-II

9. What are the objectives of pricing? Explain different types of pricing strategies.

OR

10. Write short notes on the following :

- a. Pricing strategies.
- b. Role of Branding, Product differentiation and Product diversification

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UNIT-III

11. Answer the questions briefly :

- a. What are the sources of channel power? How is channel power related to channel independence?
- b. Explain how companies select, motivate, and evaluate channel members.

OR

12. Answer the questions briefly :

- a. What is Marketing Communication? Discuss its role in accomplishing the firm's marketing goals.
- b. When is Personal Selling more appropriate than other methods of Sales Promotion? Explain with examples.

UNIT-IV

13. Has marketing changed in the 'Connected world'? Discuss the strategy implications of the Internet for marketing.

OR

14. Write short notes (**Any two**) :

- a. Event marketing
- b. Direct marketing
- c. Global marketing

SECTION C

15. Read the following case and answer the questions given at the end.

Water purification (households) market in India is slowly becoming competitive with the introduction of Aquaguard in a big way. Zero-B is another brand which has been in the market for the last few years. It also offers portable models (tumblers). New brands are also entering the market. Aquapen, a pocket sized water purifier was launched in 1997 at a cost of Rs. 594. The product works on a 6V battery and has a LED indicator which flashes every five seconds to indicate the product is operational. The purification process lasts for about 50 seconds. A battery lasts for about 5000 glasses. The company planned to retail the product at around 50,000 outlets and had planned an advertising budget of Rs. 5 crores.

Taking into account, the other brands in this market, formulate a detailed marketing plan for Aquapen addressing the following issues :

Questions :

- (a) Specify the target segment you would select for Aquapen.
- (b) What will be its positioning?
- (c) Identify the media strategy to reach out to the target segments.
- (d) Comment on the distribution strategy