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Total No. of Pages: 02

Total No. of Questions: 15

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

MARKETING MANAGEMENT

M Code: 49099

Subject Code: MBA-204

Paper ID: [C0249]

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS 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 modern marketing concepts?
2. What makes the marketers to have four P's?
3. Why markets are segmented?
4. Differentiate between target return pricing and seal-bid-pricing?
5. Viral marketing v/s buzz marketing?
6. What are rural marketing strategies?

SECTION B

UNIT-I

7. What is test marketing? Why test marketing?
8. Discuss various components of MIS in detail.

UNIT-II

9. What is target marketing? What are alternative target marketing strategies?
10. What is pricing? What are competition based pricing methods?

UNIT-III

11. What is advertising coping? What are its essentials?
12. Discuss the objectives of sales promotion in detail?

UNIT-IV

13. Explain how green marketing differs from direct marketing by giving suitable example.
14. Discuss nature and scope of rural marketing.

SECTION C

15. The Jones Company operates a centrally located storeroom in their manufacturing complex. Every afternoon each craft foreman (Tin Shop, Electric Shop, Iron Workers, etc.) writes a requisition for common use items that will be required for the next day's work. These common use items include nuts, bolts, screws, washers, flashlight batteries, and gloves. All specialty items are ordered separately. During the night shift, storeroom personnel fill the orders of items requested by the craft foreman. Each morning, one or two workers from each department go to the storeroom with a four-wheel platform truck to pick up the filled order.

Questions:

- a) Although studies have never been performed to determine the amount of time craftsmen spend waiting for supplies, it is the thought of the management that idle craft manpower is a problem resulting from this procedure. How can time spent travelling to and from the described storeroom be reduced, thus, eliminating or decreasing crafts' personnel travel time?