

S - 2601

M. B. A. (Second Semester)
EXAMINATION, May/June, 2016

Paper - 201

MARKETING MANAGEMENT

Time : Three Hours

Maximum Marks : 70

Minimum Pass Marks : 28

Note- Attempt *all* questions.

1. Attempt any *five* questions. (Not more than 50 words each)– $2 \times 5 = 10$
 - (a) Explain levels of marketing segmentation.
 - (b) Explain Roger's innovation adoption model.
 - (c) What is holistic marketing concept ?
 - (d) How to arrive at target market ?
 - (e) What is USP ?
 - (f) What is strategic planning ?

P.T.O.

- (g) Differentiate between potential market and available market.
- (h) Explain the difference between trend and fad.
- (i) What are the characteristics of effectively segmented market ?
- (j) What is C2C ?

Unit - I

2. "Marketing is not done only by the marketing department. It needs to affect every aspect of the customer experience." Explain with the help of examples. 15

Or

Elaborate five competing concepts under which organizations can choose to conduct their business.

Unit - II

3. 'Segmentation is at the heart of marketing strategy.' Explain the importance of market segmentation. Choose two markets (one from a consumer and one from an organizational market) and show how these may be segmented. 15

Or

"Four main psychological processes that affect consumer behaviour are motivation, perception, learning, and memory." Explain.

Unit – III

4. What is marketing mix ? Marketing mix cannot be a static thing, it has to be juggled as required. Explain with examples. 15

Or

Explain the concept of PLC (Product life cycle) with self explanatory diagram. Taking example of any consumer product, discuss how the marketing mix strategy would vary during different stages of the PLC.

Unit – IV

5. What limitations are inherent in the economist's view of pricing ? How might price be determined in a practical marketing situation ? 15

Or

What considerations do you consider to be essential to the design of marketing channels ? Comment as to the effects of conflicts and the exercise of power marketing channels.