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Total Number of Pages: 02

**MBA  
MBA201**

**2<sup>ND</sup> SEMESTER BACK EXAMINATION,2016**

**MARKETING MANAGEMENT**

**BRANCH: MBA**

**Time: 3 Hours**

**Max Marks: 70**

**Q CODE : W 279**

**Answer Question No.1 which is compulsory and any five from the rest.  
The figures in the right hand margin indicate marks.**

1. a. What is a Level III channel? (2X10)  
b. What is Logistics?  
c. What is Social Marketing?  
d. What purpose is served by Marketing Information System?  
e. What does formulation of hypothesis mean?  
f. What is Mega Marketing?  
g. What is Relationship Marketing?  
h. What is Micro Environment?  
i. What is Idea Screening?  
j. What is Publicity?

(5X10)

2. GAP, a luxury brand store in USA, carries apparels of all kinds, sunglasses, casual shoes and perfumes. It has a range of casual wear ranging from polo shirts, designer shirts and T-Shirts. They are very well received in the US market. A look at them makes one feel that they are truly stylish and contemporary; and nothing like them are sold in India. Unless one sees the tag inside, there is no way one can make out that they are made in India.

GAP now decides to sell its range of products in India. What do you think GAP will be encountering in selling its range of apparels from the 4Ps perspective? How can they be overcome?

3. What are the different marketing functions? Briefly explain them with examples.

4. How can a company marketing bicycles bring in vertical and horizontal integration of channels?

5. How does STP help in marketing planning and control? Use an FMCD as example to give your answer.

6. What is Product Life Cycle? Explain it with Tata Nano as your example. Can the life cycle of Nano be prolonged and in what stage(s) of the cycle?

7. Write notes on any TWO:

a. Guerilla Marketing    b. Channel Conflict    c. Consumer Decision-making Process

8. What is a Promotion Mix? How would you design it for a luxury restaurant aimed at the up-market?