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Total Number of Pages: 02

MBA
MGT- 201

Second Semester Back Examination 2015-16

MARKETING MANAGEMENT-II

BRANCH : MBA

Time : 3 Hours

Max Marks : 70

Q.CODE : MGT-201

Answer Question No.1 which is compulsory and any five from the rest.

The figures in the right hand margin indicate marks.

Q1 Answer briefly the following questions: (2 x 10)

- a) What do you mean by brand equity?
- b) What are components of product mix?
- c) Differentiate between publicity and advertising.
- d) Define sales promotion with an example.
- e) State the prime objectives of packaging .
- f) Define Green Marketing concept.
- g) How shopping goods are different from specialty goods?
- h) What do you understand by positioning of a brand?
- i) Differentiate between social and societal marketing.
- j) What is viral Marketing?

Q2 Suppose you are the State Marketing Head of a paint manufacturing company and want to penetrate the rural market. Suggest a distribution strategy to accomplish the said objective. (10)

Q3 Enumerate the prime reasons for channel conflict. Suggest a few techniques for managing relationships in the channel. (10)

Q4 Discuss product life cycle , enumerating how the dynamics of marketing mix changes with the different stages of PLC. (10)

Q5 Outline the various stages in a new product development process, by suggesting a flow chart diagram for the same (10)

Q6 A firm has to consider many factors in setting its pricing policy. Describe the procedure for setting the price of a product or service (10)

- Q7 Discuss the concept of Integrated marketing communication, highlighting the elements of promotion mix. (10)
- Q8 Write short notes on- (5 x 2)
- a) Multilevel Marketing
 - b) Relationship Marketing