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Total number of printed pages – 3

MBA  
MGT 201

**Second Semester Regular Examination – 2014**

**MARKETING MANAGEMENT - II**

**BRANCH(S) : MBA**

**QUESTION CODE : F 483**

**Full Marks – 70**

**Time : 3 Hours**

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



1. Answer the following questions :

2×10

- (a) What is 80-20 principle ?
- (b) What is understood by Idea Screening ?
- (c) What is a specialty service ?
- (d) What is understood by B-2-G marketing ?
- (e) When does marketing go viral ?
- (f) What is Brand Equity ?
- (g) What is understood by Communications Mix ?
- (h) What is a shopping good ?
- (i) What is After-Market ?
- (j) What is understood by pricing as the traffic bears ?

2. Case Study :

It's election time and politics and politicking are making their rounds in a big way. Your friend, who is young, well educated and ambitious, is titillated by the political

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scenario of the time and jumps into the fray. He bears a good demeanor and his forte is his confidence and unending desire to be successful. On the last day of nomination filing, he files his candidature for the legislative assembly as an independent candidate.

His last moment decision surprised many, friends and relatives alike. However, he, as usual, remained his own self unperturbed and confident.

You, being his good buddy, have taken it seriously on yourself. You know it well that it is not easy to take head-on on national parties and their contestants in the poll. That apart, you are an MBA with Marketing as your area of specialization. You decide to help your friend and go for strategizing all his moves for the election campaign. To begin with, you decide to go for an aggressive promotional campaign considering the little time left for the polling date.

Assignment :

- Analyze the case well from the right perspective.
  - Design an aggressive promotional campaign using the promotional mix properly; and justify why and how it will help your friend in winning the election. 10
3. How is new service development done ? Exemplify your answer by distinguishing between goods and services. 10
  4. How is Marketing Communications different from Integrated Marketing Communications ? In what way IMC scores over advertising ? Elaborate your answer with justification. 10
  5. Channel design is dependent on channel management decisions. How far is the statement true ? Justify your answer with example-based elaboration. 10
  6. Distinguish between Relationship Marketing and Transaction Marketing using experience from your life. 10

7. Delineate the different pricing methods and discuss their strategic importance in marketing of products. 10

8. Write short notes on any **two** : 5×2

(a) Not-for-profit marketing

(b) Societal Marketing

(c) Post Modern Marketing.



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