

Registration no:

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 01

MBA
MBA201

2nd SEMESTER BACK EXAMINATION 2016-17

MARKETING MANAGEMENT

BRANCH:MBA

Time: 3 Hours

Max Marks: 70

Q.CODE:Z390

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) Define brand equity.
 - b) What do you understand by Marketing Myopia?
 - c) State the 80:20 Principles.
 - d) Why viral marketing is gaining momentum?
 - e) What is AIDA concept?
 - f) Why consumer mind is called a black box?
 - g) What do you mean by customer's delight?
 - h) Differentiate between advertising and publicity.
 - i) Outline the basic philosophy of marketing concept.
 - j) What is multi level marketing?
- Q2** Discuss the New Product Development process with help of a suitable example. (10)
- Q3** What is product life cycle? Explain the different strategies used by marketers at different stages of product life cycle to market their products. (10)
- Q4** Describe the procedure for setting the price of a product or service under different contexts you are acquainted with. (10)
- Q5** Discuss the concept of Integrated Marketing Communications (IMC), highlighting the elements of promotion mix. (10)
- Q6** Why market segmentation is required? Discuss the methods of segmenting consumer market. (10)
- Q7** . Suppose you are the State marketing head of a paint company and want to penetrate into the rural market. Suggest a distribution strategy to accomplish the said objective. (10)
- Q8** Write short notes on (any two) (5x2)
- (a) Green marketing
 - (b) CRM
 - (c) Digital marketing