

Registration no:

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

Total Number of Pages: 01

**MBA**  
**MGT201**

**2<sup>nd</sup> Semester Back Examination 2016-17**  
**MARKETING MANAGEMENT-II**  
**BRANCH(S): MBA**  
**Time: 3 Hours**  
**Max Marks: 70**  
**Q.CODE:Z391**

**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 is AIDA concept?
  - b) What do you mean by vertical marketing system?
  - c) Differentiate between advertising and publicity.
  - d) Differentiate between consumer oriented and intermediary oriented sales promotion.
  - e) Why digital marketing is gaining momentum?
  - f) Name the types of branding strategies.
  - g) What do you mean by brand equity?
  - h) State the components of product mix.
  - i) What is channel conflict?
  - j) Define referral marketing.
- Q2** Describe the procedure for setting the price of a product or service. Explain the pricing strategies usually adopted by corporate. (10)
- Q3** Explain the prime reasons for channel conflict. Suggest a few techniques for resolving the said issue (10)
- Q4** With a schematic diagram discuss the PLC process. Also describe how the dynamics of marketing mix changes with the various stages of PLC. (10)
- Q5** How you can define a new product? Explain the new product development process with suitable examples (10)
- Q6** Discuss the pre requisite for an effective advertising communication .Discuss the elements involved in it. (10)
- Q7** "A brand is not just a name; it can make or break a company". Justify with suitable examples. (10)
- Q8** **Write short notes on** (5 x 2)
- a) IMC
  - b) Multi level Marketing