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Total Number of Pages: 02

MBA
15MNG102

1st Semester Regular/Back Examination 2017-18
MARKETING MANAGEMENT

BRANCH : MBA

Time: 3 Hours

Max Marks: 100

Q.CODE: B752

Answer Question No.1 and 2 which are compulsory and any four from the rest.
The figures in the right hand margin indicate marks.

Q1 Fill in the blanks : (2x10)

- a) AMA stands for _____
- b) 4Ps of Marketing Mix stand for _____, _____, _____, _____
- c) Door to Door selling is a form of _____
- d) 80: 20 principle is otherwise known as _____
- e) Looking for alternatives from outside is known as _____
- f) Charging a Lower price than the competitors to get into a market is known as _____
- g) Operating on behalf of another company in the name of the company at a price is known as _____
- h) Pondering over what products to be manufactured is known as _____
- i) Manufacturer to Consumer is Level _____ Channel
- j) Economy of the country is _____ Environment.

Q2 Answer the following questions: (2x10)

- a) What is Customer Delight?
- b) What is understood by Psychographics?
- c) What is a USP?
- d) What is Brand Equity?
- e) What do you understand by B-2-G Marketing?
- f) What is Cost-Plus Pricing?
- g) What is a Potential Market?
- h) What is Scheming Pricing?
- i) What does Value Addition mean?
- j) What is Labeling?

Q3 Explain the equation "Marketing = People + Purchasing Power + Motivation". Use example to substantiate your answer. (15)

Q4 Detail out marketing environment. How does it affect marketing of a product? Exemplify your answer. (15)

Q5 Is there really any difference between Marketing and Selling? Justify your answer with sufficient elaboration. (15)

Q6 Lay down the factors that affect pricing decisions. Use examples of different pricing strategies to justify the factors that affect such pricing strategies. (15)

- Q7** What is the role of Branding in Marketing? Use the Brand Prism to elaborate your answer. **(15)**
- Q8** **Write short answer on any TWO :** **(7.5x2)**
- a) Product Life Cycle
 - b) Channel Conflict
 - c) Organizational Buying Behavior vs. Consumer Buying Behavior

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