

Registration No :

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

Total Number of Pages : 01

MBA
18MBA102

1st Semester Regular Examination 2018-19

MARKETING MANAGEMENT

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : E690

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Short Answer Type Questions (Answer All-10) (2 x 10)

- What is Marketing Concept?
- What is Targeting?
- What is meant by Growth Stage?
- What is Wholesaling?
- What is the role of Branding?
- What is B-2-G Marketing?
- What is meant by Channel Conflict?
- What is Micro Environment in Marketing?
- What is understood by Analytic Approach in Consumer Behavior?
- What is understood by Scheming Pricing Strategy?

Part- II

Q2 Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- Explain the Marketing Process.
- Elaborate on Percentage of Sales pricing strategy. Answer critically.
- How should a marketer behave in the Decline Stage of PLC for an FMCD?
- Why channel integration is important and how can it be achieved?
- What is Positioning strategy? How its proper implementation helps the marketer?
- How can Consumer Products be classified? Does the classification help the marketer? Why and How?
- Does Ethics have room in Marketing?
- What is understood by E-Commerce? How does it work?
- What does Marketing Myopia mean? Why does it happen?
- What are the Channel functions? Why is it important for a Marketer to understand them?
- Elaborate Consumer Decision Process Approach with example.
- What is the Brand Prism? Elaborate your answer with example.

Part-III

Q3 Long Answer Type Questions (Answer Any Two out of Four) (16)

How does a marketer analyze customers' desired service output levels? Answer the question with justification.

Q4 What are the core concepts of Marketing? Analyze your answer in detail. (16)

Q5 What are the major factors that influence the FMCG Pricing Strategies? Exemplify your answer with proper analysis. (16)

Q6 Make a comparison between Organizational and Consumer Buying Behavior. Explain the salient features of both critically. (16)