

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

**GIET UNIVERSITY, GUNUPUR – 765022**

M. B. A(Second Semester) Examinations, August – 2021

**MB204 – Marketing Management-II**

Time: 2 hrs

Maximum: 50 Marks

(The figures in the right hand margin indicate marks.)

**PART – A (2 x 10 = 20 Marks)**

Q.1. Answer <b>ALL</b> questions	CO#	PO#
a. What is the difference between a trade-off and a transaction?	1	6
b. What is loss leader pricing?	1	7
c. Define publicity.	2	6
d. What is direct marketing?	2	6
e. Give an example of experience marketing.	3	7
f. What do you mean by a surrogate advertisement?	3	4
g. What is a horizontal channel conflict? Give an example.	3	6
h. What is an intrinsic reward? Give an example.	4	6
i. What is cause marketing?	4	7
j. What is marketing myopia?	4	6

**PART – B (6 x 5=30 Marks)**

Answer <b>ANY FIVE</b> the questions	Marks	CO#	PO#
2. Briefly explain the four P's of marketing.	6	1	6
3. How to manage an integrated marketing communication?	6	2	2
4. What is an advertisement? Explain the types of advertisement.	6	2	4
5. What are the principles and process of personal selling?	6	2	6
6. What are types of channel conflict and how to resolve them?	6	3	7
7. What is SERQUAL model? Explain its application.	6	3	7
8. What are socially responsible business models?	6	4	4

--- End of Paper ---