

**DD491**

**B.M.S.-M.B.A. (5 Year Integrated) EXAMINATION, 2020**

(Fourth Semester)

(B. Scheme) (Re-appear)

**MARKETING MANAGEMENT**

**MBI202**

(BMS-MBA)

*Time : 3 Hours]*

*[Maximum Marks : 70*

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Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

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**Note :** Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

**Unit I**

1. Discuss the significance of marketing. What is marketing mix ? Explain with the help of relevant examples. **14**
2. Describe the logical steps involved in the process of marketing research. **14**

**Unit II**

3. Explain the different types of buying situations. What are the steps involved in consumer decision making process ? **14**
4. Write short notes on the following :
  - (a) Benefits of marketing segmentation **7**
  - (b) Product positioning. **7**

### **Unit III**

5. Define Product. Explain the levels of product. Also, describe the product mix. **14**
6. Write short notes on the following :
- (a) Branding decisions **7**
  - (b) Different stages of PLC. **7**

### **Unit IV**

7. What is Pricing ? Discuss the various types of pricing policies. **14**
8. “Advertising and Sales Promotions are inevitable in marketing.” Comment. **14**