

18BB2005

M.B.A. EXAMINATION, 2020

(Second Semester)

(C. Scheme) (Main & Re-appear)

MARKETING MANAGEMENT

MBA110C

Master of Business Administration

Time : 3 Hours]

[Maximum Marks : 75

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.

Note : Attempt *Five* questions in all, selecting *one* question from each Unit.

Unit I

1. How is a strategic market plan different from a strategic market planning process ?
15
2. What factors help accelerate market growth ? How can a business affect these factors to accelerate market growth ?
15

Unit II

3. How does a business such as Domino's, Pizza Hut and FedEx develop a positioning strategy around some aspect of service differentiation ?
15
4. When would a business pursue a single-segment marketing strategy ?
15

Unit III

5. Why is the product life-cycle used in evaluating the current and future sales and profit of a business's portfolio of products ? **15**
6. How does value-based pricing differ from cost-based pricing ? What does a business do if the value-based price is not high enough to deliver desired levels of profitability ? **15**

Unit IV

7. How does the use of multiple channels affect the growth of a business ? **15**
8. How does promotional elasticity for a product change with advertising support ? What effect does market share have on promotional elasticity ? **15**