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Roll No.

BB-352

M. B. A. EXAMINATION, May 2017

(Second Semester)

(Main & Re-appear)

MBA-102

MARKETING MANAGEMENT

Time : 3 Hours]

[Maximum Marks : 70

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 at least *one* question from each Unit. All questions carry equal marks.

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P.T.O.

Unit I

1. Explain the importance and scope of marketing. Also distinguish between marketing and selling with relevant examples. **14**
2. Write short notes on the following : **7+7=14**
 - (a) Concept of marketing mix.
 - (b) Marketing information system.

Unit II

3. What is the usefulness of product positioning ? Explain product positioning strategies applied by Indian corporate. **14**
4. Explain the following : **7+7=14**
 - (a) Importance and process of consumer behaviour.
 - (b) Purpose and limitations of market segmentation.

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Unit III

5. Explain the concept and necessity of developing new products. Also discuss the process of new product planning and development. **14**
6. State briefly the following : **7+7=14**
 - (a) Branding and packaging decision.
 - (b) Different stages of Product Life Cycle (PLC).

Unit IV

7. What kinds of channels are available for distribution of consumer products ? What are the factors which may affect channel distribution ? **14**
8. Write short notes on the following : **7+7=14**
 - (a) International Marketing and its importance
 - (b) Distinguish between Promotion and sales Promotion. **7+7=14**

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