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Roll No.

18BB2005

M.B.A. EXAMINATION, May 2019

(Second Semester)

(C. Scheme) (Main Only)

(MBA)

MBA110C

MARKETING MANAGEMENT

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

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P.T.O.

Unit I

1. Why is implementation as important as marketing plan development in achieving marketing success ? **15**
2. Why is relative market share a better measure of competitive position than market share ? **15**

Unit II

3. Many consumer goods companies have recently been experimenting with the possibilities of a customized target marketing strategy. What are the advantages and limitations ? **15**
4. What are the difference between organizational buying behaviour and consumer buying behaviour ? **15**

Unit III

5. Outline the main stages in the new product development process, indentifying the potential sources of failure at each stage. **15**

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6. Accountants are always interested in profit margins, sales managers want low prices to help push sales and marketing managers are interested in high prices to establish premium positions in the market place. To what extent do you agree with the statement in relation to the setting of prices ? **15**

Unit IV

7. Describe situations that can lead to conflict between channel members. What can be done to avoid and resolve conflict ? **15**
8. Discuss the impact of the growth of online retailing on other retail formats. **15**

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