

Roll No.

Total Pages : 2

MBA/M-16

11515

MARKETING MANAGEMENT

Paper : MBAD-104

Time : Three Hours]

[Maximum Marks : 80

Note : Attempt *five* questions in all, selecting at least *one* question from each unit. Question No. 1 is compulsory.

(Compulsory Question)

1. (a) What do you mean by target marketing ?
(b) What do you mean by product line ?
(c) Discuss the Habitual buying behaviour.
(d) Differentiate between Advertising and Publicity.
(e) Explain the concept of Emotional marketing.
(5×4=20)

UNIT-I

2. Describe the various elements of marketing mix and justify the relevancy of the same in the present business scenario. (15)
3. Explain why and how firms implement positioning strategies and how product differentiation plays a role ? (15)

UNIT-II

4. Assess the Indian marketing environment at this juncture for any multinational retailer eyeing entry into it. (15)

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5. What factors influence consumer buying decisions ?
Why is it imperative for marketers to study consumer
behaviour ? (15)

UNIT-III

6. "The concept of the product life cycle suggests that any
good or service moves through identifiable stages". Comment
and also discuss what strategies are employed at each stage.
(15)
7. What factors should the marketers study while fixing the
price for their product ? Under what circumstances price
adaptation makes sense ? (15)

UNIT-IV

8. What is a channel of distribution ? What different channels
are available to a manufacturer in distribution of FMCG
products to the consumers ? (15)
9. What are the common strategies practiced by organizations
for building customer relationships ? (15)
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