No. of Printed Pages—2

47E (MM)

[17–HDGKACRM–M1]

MBA 1st Semester Exam., 2017

MARKETING MANAGEMENT

(MBA 06)

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer any *five* questions from the following (each within *50* words) : 2×5=10

(a) State the concept of 'marketing myopia'.

(b) Define 'simple random sampling' method.

(c) Define 'target market'.

(d) Define 'product'.

(e) State the meaning of 'franchising'.

(f) Define 'advertising'.

2. Answer any *three* questions from the following (each within *150* words) : 4×3=12

(a) State any four differences between consumer buying behaviour and business buying behaviour.

(b) Discuss the concept of 'undifferentiated targeting' and 'multi-segment targeting'. 2+2=4

(c) Discuss the cost-oriented pricing method.

(d) Discuss any two types of retail stores. 2+2=4

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3. Answer any *three* questions from the following (each within *250* words) : 6×3=18

(a) Discuss the survey method of data collection.

(b) What is 'repositioning'? Discuss any two types of repositioning strategies. 2+2+2=6

(c) Discuss any three factors which influences in pricing decisions. 2×3=6

(d) Discuss some of the major sales promotion techniques adopted by the marketers.

4. Answer any *four* questions from the following (each within *500* words) : 10×4=40

(a) Discuss various stages of consumer buying process.

(b) Discuss different stages of product life cycle (PLC). Also discuss the marketing strategies at various stages of PLC. 5+5=10

(c) Write short notes on the following : 5+5=10

(i) Pricing cues

(ii) Price sensitivity

(d) Discuss different elements of physical distribution system which influences marketing management.

(e) Write short notes on the following : 5+5=10

(i) Marketing mix

(ii) Personal selling

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