No. of Printed Pages—2

47E (MM)

[18–HRGPKAC–M1S]

MBA 1st Semester Exam., 2018

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* from the following questions (each within *50* words) : 2×5=10

(a) Differentiate between the 'production concept' and 'marketing concept' approach of doing business.

(b) Explain the consumers' post-purchase evaluation stage of a buying concept.

(c) Discuss briefly the segmentation variables necessary for segmenting the consumer markets.

(d) Discuss the importance of employing macro- and micro-segmentation while segmenting organizational market.

(e) Define 'the wheel of retailing'.

(f) Explain the concept of 'Green Marketing'.

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

(a) Discuss the elements that help an organization to build a strong Marketing Information System.

(b) Explain four characteristics of business buyers.

(c) Define Brand Equity and enlist the elements that build brand equity.

(d) Discuss the objectives of advertising.

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

(a) Explain the necessity of understanding the marketing environment by a manager.

(b) Differentiate between low-involvement product and high-involvement product w.r.t. consumers' buying behaviour with examples.

(c) Discuss the functions of packaging in the modern marketing scenario.

(d) Mention three situations each, under which price can be raised and price can be reduced.

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

(a) Discuss each stage of the product life cycle.

(b) Explain the stages involved in the development of a new product.

(c) "Middlemen are known parasites." In the light of this statement, discuss your views on the benefits of having and not having middlemen in the marketing channel.

(d) Briefly discuss the following methods of pricing : 5+5=10

(i) Competitor-oriented pricing

(ii) Marketing-oriented pricing

(e) *(i)* Describe the objectives behind adopting sales promotion.

(ii) Describe the major techniques of sales promotion. 5+5=10

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