No. of Printed Pages—3

400 (MM)

[16–HDGKACRM–M2]

PGDBM/MBA 2nd Semester Exam., 2016

(Code : PGDBM06/MBA06)

Marketing Management

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 in around *50* words) : 2×5=10

(a) What are the 4 Ps in a marketing mix?

(b) List any two ways by which a company can earn customer loyalty.

(c) What is modified rebuy?

(d) What is market segmentation?

(e) What is franchise?

(f) What is retailing?

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

(a) What are the various elements of Marketing Information System?

(b) What forms the essence of successful positioning?

(c) How are consumer products classified?

(d) How can a company decide on the advertising expenditures to be incurred?

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

(a) What are the various stages in the buying process? Discuss.

(b) How does a company select its target markets? Discuss.

(c) What are the functions of channel intermediaries? Discuss.

(d) What are the considerations to be taken into account while selecting media?

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

(a) Discuss the problems of conducting a multi-country market research survey. How can these problems be minimized?

(b) Differentiate between consumer buying behaviour and organizational buying behaviour.

(c) What is product life cycle? Discuss the stages of product life cycle.

(d) Discuss the different factors which influence pricing decisions.

(e) Elaborate the steps to be followed to develop an advertising strategy.

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