MBA / PGDBM 2nd Semester Examination 2013

Paper - VI

(Marketing Management)

Time : 3 Hrs. Full Marks : 80

1. Define any five from the following $2\times5 = 10$

   (a) Advertising

   (b) Initiator

   (c) Psychographic variable

   (d) Unsought product

   (e) Selective distribution

   (f) Price differentiation

   (g) Wholesaling

2. Write explanatory notes on any three from the following $4\times3 = 12$

   (a) Exploratory research

   (b) Problem Recognition

   (c) Product positioning

(d) Brand attributes

(e) Department store

3. Answer any three questions from the following

$6 \times 3 = 18$

(a) What do you understand by customer portfolio management?

(b) List the factors that influence the buying behaviour.

(c) What is a target market? Explain with example.

(d) Discuss the limitations of PLC.

(e) What is competitor-oriented pricing?

4. Answer any four questions from the following

$10 \times 4 = 40$

(a) What is marketing research? What are the differences between a research brief and a research proposal? Discuss any two types of research method. 2+4+4=10

(b) Differentiate between consumer buying behaviour and organizational buying behaviour. Give example. 10

(c) What is repositioning? What are the various methods by which an organization can reposition its products? 2+8=10

(d) The price level must match the value perceptions of customers. Explain. 10

(e) Discuss the various types of retail stores seen in India with suitable example. 10

(f) What is sales promotion? Discuss various sales promotion techniques you can use for a national level company. 2+8=10

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