

NEW

2017

M B A

2nd Semester Examination

MARKETING MANAGEMENT

PAPER—MBA-201

Full Marks : 100

Time : 3 Hours

The figures in the right-hand margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Illustrate the answers wherever necessary.

1. Answer any *eight* questions : 8×5
- (a) Distinguish between marketing and selling concept.
 - (b) Give one example of each of the following: Places and Ideas to be marketed.
 - (c) Explain with suitable example the role of new generation technology in marketing.

(Turn Over)

- (d) Schematically explain the growth slum maturity pattern of PLC with suitable example.
- (e) How does the legal environment effect marketing decisions ?
- (f) As a marketer what would you do when product is reaching towards the decline stage? Justify your answer.
- (g) "Relationship marketing is more effective than traditional marketing" - explain.
- (h) State the various tasks of wholesalers in distribution channel.
- (i) What do you mean by e-marketing? State the advantages of e-marketing in Indian perspective.
- (j) What are the factors that are considered for setting the price of a product ?
- (k) Discuss in brief the purpose of packaging.
- (l) Discuss with example the concept of green marketing.

2. Answer any *four* of the following : 4×10

- (a) What do you mean by term new product ? Assume you are an entrepreneur and want to offer a new product in the market, how will you complete the process ? Explain with a hypothetical example.
- (b) Schematically explain the consumers buying process with a suitable example.
- (c) Define segmentation. As a marketer, would like to introduce face wash in your local area ? How do you segment the total market ? Justify your answer.
- (d) Design a marketing mix for the following products (Make assumption wherever necessary) :
- (i) Branded Sunglass ;
 - (ii) Flavoured soft drinks.
- (e) What are the major objectives of pricing ? Which pricing method do you recommend for a product that arrived in the maturity stage of PLC ? And why ?

- (f) Discuss the tools that are used in online marketing. Differentiate between mass marketing and target marketing. 3+7

[Internal Assessment : 20]
