

2010

MASTER OF BUSINESS ADMINISTRATION

[Second Semester Examination]

(Marketing Management)

PAPER—203

Full Marks : 100

Time : 3 hours

The figures in the right-hand margin indicate marks

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

Illustrate the answers wherever necessary

Write the answers to questions of each Half in separate books

FIRST HALF

[Marks : 50]

(Turn Over)

1. Answer any *four* of the following : 5:

(a) "Marketing bridges the widespread gap between production and consumption."

Elucidate.

(b) State the nature of marketing.

(c) Make a comparative analysis of 'undifferentiated marketing strategy', 'differentiated marketing strategy' and 'concentrated marketing strategy'.

(d) State the major criteria of market segmentation.

(e) Write short note on any *one* of the following :

(i) Porter's Five Force Model

(ii) BCG Matrix

(iii) Value - Chain Analysis.

(f) Enumerate the major points of difference between 'Exploratory Research' and 'Conclusive Research'.

2. Answer any *two* questions from the following : 10 x 2

(a) Discuss S-O-R model of Consumer Behaviour. 10

(b) Define 'New Product.' Narrate the different stages of new product development process. 3 + 7

(c) What do you mean by market segmentation? State the importance of market segmentation in the field of marketing management. Briefly discuss the steps involved in the positioning of a brand. 2 + 2 + 6

[*Internal Assessment* : 10 Marks]

SECOND HALF

[Marks : 50]

3. Answer any *four* of the following :

5

- (a) Outline the different growth strategies of a firm according to Product-Market Growth Matrix.
- (b) Discuss the factors associated with a product which influence the selection of an appropriate channel of distribution.
- (c) State the basic objectives pursued by a firm through advertising.
- (d) Give a brief account of the various types of limited function wholesalers.
- (e) Explain the concepts of "End product advertising" and "Surrogate advertising" with suitable examples.
- (f) State the usual methods of managing the conflicts in a distribution channel.

4. Answer any *two* of the following : 10 x 2

(a) Briefly discuss the disadvantages of sales promotion from the viewpoint of a firm.

(b) Discuss the steps involved in the process of personal selling.

(c) Give a brief description of various tools used in assessing the marketing performance of a firm under Annual Plan Control.

[*Internal Assessment* : 10 Marks]
