

2012

M B A

2nd Semester Examination

MARKETING MANAGEMENT

PAPER—203

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.

Write the answers to Questions of each Half in separate books.

(First Half)

(Marks : 50)

- 1. Answer any four questions :** 4×5
- (a) Schematically explain the buying decision process for buy a product.
 - (b) Discuss the concept of core Marketing.

(Turn Over)

- (c) State the importance of Marketing Information System (MIS) in recent marketing arena.
- (d) Explain briefly the internal Environment of marketing.
- (e) Write a note on 'Porter's Five Force Model'.
- (f) What is value-chain analysis?

2. Answer any *two* questions : 2×10

- (a) What is pricing? Discuss the various approaches adopted by the marketers for pricing the product. 2+8
- (b) What do you mean by new product? Explain the major steps that are involved in development of a new product. 2+8
- (c) Discuss S-O-R model of consumer behaviour. 10

[*Internal Assessment : 10 Marks*]

(Second Half)

(Marks : 50)

3. Answer any *four* questions : 4×5
- (a) Outline the factors influencing the selection of a suitable channel of distribution.
 - (b) What are the different growth strategies of a firm according to product-Market Growth Matrix ?
 - (c) What do you mean by "Integrated Marketing".
 - (d) Distinguish "personal selling" from "Direct Marketing".
 - (e) Explain the concept of 'Reverse-Flow Channel' with a suitable example.
 - (f) What do you mean by 'relationship marketing' ?
4. Answer any *two* questions : 10×2
- (a) Discuss the steps involved in the process of Personal selling.
 - (b) Give the brief description of various tools used in assessing the marketing performance of a firm under Annual Plan Control.
 - (c) Outline the procedure of designing a business port folio.

[Internal Assessment : 10 Marks]
