

2008
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 of the following : 5×4
- (a) What do you mean by Consumer Behaviour? What is its impact in marketing?
 - (b) Discuss the different Era's of Marketing in detail.
 - (c) What do you mean by marketing mix? Discuss about any two 'P' in detail.
 - (d) Define the following terminologies :
 - (i) Slow skimming.
 - (ii) Brand Cannibalization.
 - (e) What is Marketing? Define Marketing according to Prof. Philip Kotler and Peter F. Drucker.
 - (f) What is a brand? How is the positioning done for a consumer durable product?

(Turn Over)

2. Answer any *two* of the following : 10×2

- (a) Suppose you are marketing manager of 'Eureka Forbes Ltd.'. You have decided to launch a new model of 'water filter' for your company. Discuss the various stages of New Product Development required for 'water filter'.
- (b) Discuss the Product life cycle (PLC) with strategies for each stages in detail.
- (c) Differentiate between the following (any *two*) :
 - (i) Marketing vs. Selling.
 - (ii) Beta Testing vs. Alpha Testing.
 - (iii) Alpha Testing vs. Gama Testing.

[Internal Assessment : 10 Marks]

(Second Half)

(Marks : 50)

3. Answer any *four* of the following : 4×5

- (a) What do you mean by 'Channels of Marketing'?
- (b) Differentiate between 'Star' and 'Cash Cow'.
- (c) Discuss SWOT Analysis in detail.
- (d) Establish relationship between PLC and BCG matrix.
- (e) What do you mean by "Integrated Marketing"?
- (f) Write short notes on the following (any *two*) :
 - (i) Publicity.
 - (ii) Public Relation.
 - (iii) Sales Promotion.

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

- (a) Discuss Boston Consulting Group Matrix in detail.
- (b) Discuss different types of Sales Promotions.
- (c) Discuss the Concept of Green Marketing in detail.

[Internal Assessment : 10 Marks]