

**NEW**

**2016**

**M B A**

**2nd Semester Examination**

**MARKETING MANAGEMENT**

**PAPER—MBA-202**

*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) What do you mean by marketing myopia ?
  - (b) Distinguish between marketing and selling concept.
  - (c) Explain with example of each of the following : Places and Ideas to be marketed.
  - (d) Explain with suitable example the role of new generation technology in marketing.

*(Turn Over)*

- (e) Schematically explain the process of marketing communication.
- (f) Discuss the advantages of e-mail as new advertising media.
- (g) Distinguish between micro and macro environment of business.
- (h) Write a note on emotional appeal of advertising.
- (i) State the various tasks of wholesalers in distribution channel.
- (j) What is a channel conflict? Distinguish between horizontal and vertical conflict.
- (k) Explain the concept of core marketing.
- (l) Define personal selling, state in brief the steps of personal selling.

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

- (a) Explain the concept of marketing mix taking an example each from product and service marketing firm.

- (b) Schematically explain the consumers buying process with a hypothetical example.
- (c) Define market segmentation. Discuss geographic and demographic bases of market segmentation with suitable example.
- (d) What do you mean by e-marketing? State the advantages and disadvantages of e-marketing in Indian perspective.
- (e) What are the major objectives of pricing? How do the different stages of PLC affect the pricing decision? Explain giving suitable example.
- (f) What do you mean by global marketing? Why organization go global?

**[ Internal Assessment : 20 ]**

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