

**2018**

**M B A**

**2nd Semester Examination**

**MARKETING MANAGEMENT**

**PAPER—MBA-201**

**CODE - 9**

**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 with example.
- (b) Give one example of each of the following: Performance and Ideas to be marketed.

*(Turn Over)*

- (c) "Conflict is a common phenomenon in the marketing channels"—As a marketing expert advise the top level management how to solve the channel conflicts ?
- (d) "Apart from the fundamental function of protection, packaging plays an important role in rural market for both marketers as well as consumers"—Illustrate your answer with example.
- (e) What do you mean by e-marketing? State the advantages of e-marketing in Indian perspective.
- (f) What is zero level channels? State the advantages of it in Marketing.
- (g) Explain how changes in the demographic and economic environment affect marketing decision?
- (h) "Cost plus pricing may appear to be a simple idea but there are practical difficulties in adopting such a policy". Discuss.
- (i) Differentiate between the terms "Cusromization" and "Customerization".

- (j) What are major objectives of Pricing ?
- (k) "Relationship marketing is more effective than traditional marketing" — Explain.
- (l) What are the principal characteristics of services ?

2.. Answer any *four* of the following :

4×10

- (a) What do you mean by the term 'New Product'? Assume you are an entrepreneur and wants to offer a new product in the market, how will you complete the process? Explain with a hypothetical example.
- (b) What do you mean by PLC? Schematically explain the significance of PLC in business.
- (c) Define segmentation. As a marketer, would like to introduce sunscreen lotion in your local area. How do you segment the total market? Justify your answer.
- (d) P & G is facing non cooperation from one of its distributor in the district of Midnapore West. As a result of such non cooperation the sales in that district is declining. As a marketing consultant advice

management what should P & G do to make maximum profit and why ?

- (e) Define targeting. What are the various targeting strategies used? What do you mean by "Niche Marketing". 2+5+3
- (f) (i) Design a marketing mix for a "Hair spa and Colouring" service (make assumptions if necessary).
- (ii) What are the various middle man sales promotional tools used by a product manufacturer? 5+5

**[ Internal Assessment : 20 Marks ]**

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C/18/MBA/3rd Sem./HR-302

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