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MBA/IIS/203/13

2013

MASTER OF BUSINESS ADMINISTRATION

[Second Semester Examination]

MARKETING MANAGEMENT

PAPER—MBA 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)

(2)

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

(a) Outline the concepts of marketing with example. 5

(b) What do you understand by consumer behaviour? 5

(c) Define marketing mix. Mention the different components of marketing mix. $2 + 3$

(d) What is market targeting? Discuss the various forms of selecting target market. $2 + 3$

(e) Marketing research is important in recent marketing arena to satisfy customers – illustrate with example. 5

(f) Write a note on 'Internal Marketing'. 5

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

(a) State the objectives of pricing? Discuss in brief demand based pricing strategy. $4 + 6$

(b) What do you mean by new product? Mention the important factors that influence the adoption process of new product. $3 + 7$

(3)

- (c) Briefly explain market segmentation and its importance to a marketer. 10

[*Internal Assessment* : 10 Marks]

SECOND HALF

[*Marks* : 50]

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

- (a) What is 'market penetrating' strategy and when is it adopted by a firm ?
- (b) What are the factors to be considered in the context of customer-needs in designing a marketing channel ?
- (c) What are the differences between Sales promotion and Advertising ?
- (d) Justify, with reasons, whether 'Pull' or 'Push' strategy of sales promotion would you adopt for launching a FMCG.
- (e) Explain the significance of 'selective attention' and 'selective retention' in marketing communication.

(4)

(f) What is the relevance of Green marketing in the context of modern day marketing ?

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

(a) How is channel conflict responsible for irregular distribution of products ? Elucidate with examples.

(b) Briefly, discuss the steps involved in the process of personal selling.

(c) Enumerate the causes of the rapid growth of sales promotion in India.

[*Internal Assessment* : 10 Marks]
