

NEW

2015

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.

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

1. Answer any *eight* questions : 8×5
- (a) What do you mean by 'marketing'? What is marketed by the marketing people?
 - (b) What is de-marketing? Explain with a suitable example.
 - (c) Explain 'zero level channel' with an example.
 - (d) List the stages involved in personal selling process.
 - (e) State the advantages and disadvantages of POP in respect to service marketing.
 - (f) What are the reasons for branding? Explain with an example.

(Turn Over)

- (g) When would you suggest penetration pricing strategy for a new product ?
 - (h) Discuss briefly surrogate advertising with an example.
 - (i) What are the major causes of new product failure ?
 - (j) What do you mean by online marketing ? Explain with a suitable example.
 - (k) Discuss briefly the concept of 'green marketing' with an example.
 - (l) State the importance of 'social media' in marketing.
2. Answer any four questions : 4×10
- (a) Analyse the macro environment factors of marketing environment.
 - (b) Schematically explain the stages in the buying behaviour of individual consumers.
 - (c) Draw the different stages of Product Life Cycle (PLC) and discuss how the marketing mix elements vary in different stages of PLC.
 - (d) Discuss the reason behind the channel conflict. How do to manage those conflicts ?
 - (e) Explain market segmentation, targeting and positioning with suitable examples.
 - (f) Explain the following pricing strategies with illustrative examples :
 - (i) Skimming Pricing ;
 - (ii) Psychological Pricing ;
 - (iii) Product Bundled Pricing.

[Internal Assessment : 20]
