

2014

M B A

2nd Semester Examination

MARKETING MANAGEMENT

PAPER—MBA-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 questions : 4×5

- (a) Mention the various concepts of marketing. Discuss briefly.
- (b) Explain the effects of technology on marketing as an external marketing environment.

(Turn Over)

- (c) Schematically explain the major primary activities of value chain.
- (d) "New product means high adoption rate" — Justify with your answer.
- (e) Discuss with example the various forms of target market selection.
- (f) Write a note on "Skimming Pricing".

2. Answer any *two* questions : 2×10

- (a) What do you mean by PLC ? Schematically explain the concept of PLC with Profit Curve.

3+7

- (b) What is Holistic marketing? Explain the various components of Holistic marketing.

2+8

- (c) What do you mean by market segmentation ? Mention the common bases of market segmentation.

3+7

[Internal Assessment : 10 Marks]

(Second Half)

(Marks : 50)

3. Answer any four questions : 4×5

- (a) Describe the factors that influence the effectiveness of marketing communication.
- (b) How is advertising different from public relation ?
- (c) What do you mean by “Marketing — Profitability” analysis ?
- (d) Explain the term “Green Washing”.
- (e) With a suitable example explain the concept of two-level marketing channel.
- (f) What are the advantages of Global Marketing ?

4. Answer any two questions : 10×2

- (a) Describe various tools used in assessing the marketing performance of a firm.
- (b) Describe the detail the opportunities and challenges associated with e-marketing.

- (c) Describe the key functions performed by the members of the marketing channel.

[Internal Assessment : 10 Marks]
