

**2019**

**MBA**

**2<sup>nd</sup> 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.

**(Turn Over)**

**Group -A**Answer any **EIGHT** questions**2 X 8**

1. What is marketing Myopia?
2. What do you mean by market space?
3. What is the difference between Marketing and Sales?
4. What is SWOC?
5. What do you mean by 'Holistic Marketing'?
6. Write any two differences between goods and services.
7. What is 'Niche Market'?
8. Which environmental variables impact on Marketing Plan?
9. What is online marketing?
10. What do you mean by 'Zero level distribution'?
11. What is psychological pricing?
12. Write any two specification of growth stage?
13. What do you mean by 'S-curve' in marketing?
14. What are the 4Cs in marketing?
15. What do you mean by augmented product?
16. What is the full form of C&FA?

**Group - B**Answer any **EIGHT** questions**4 X 8**

17. State the concept of core marketing. Give one example of each of the following:  
Places and Ideas to be marketed.
18. "Cost plus pricing may appear to be a simple idea but there are practical difficulties in adopting such a policy". Discuss .
19. As a marketing manager of a FMCG company, what would be your actions, if a product reaching towards the decline stage? Justify your answer.
20. State the various tasks of wholesalers in distribution channel.
21. What do you mean by product mix? Explain giving suitable example.
22. Comment upon the significance of labeling for consumer products in today's Competitive marketing.
23. Schematically explain the concept of BCG Matrix.
24. What is relationship marketing? Discuss briefly various components of relationship marketing.
25. What is skimming pricing? State the objectives of it.
26. Distinguish between sales promotion and advertising.
27. What are functions of a retailer?
28. Schematically explain the cycle recycle pattern of PLC with suitable example.
29. Explain with suitable example the role of new generation technology in marketing.
30. "Relationship marketing is more effective than traditional marketing"- explain.
31. What is 'Bundle pricing'? State the advantages of it.

32. Define pricing. Discuss briefly 'Penetration pricing' with example.

**Group - C**

Answer any **FOUR** questions

**8 X 4**

33. Some of the Environmental forces are controllable whereas the others are beyond the control of a firm - Discuss.
34. Explain the concept of marketing mix taking an example each from product and services marketing firm.
35. Why is it essential for a marketer to understand consumer behavior? Explain the different stages of consumers buying decision process. **3 + 5**
36. What do you mean by term 'New Product'? Assume you are an entrepreneur and you want to offer a new product in the market, how will you complete the process?  
Explain with a hypothetical example. **2 + 6**
37. Define Segmentation in brief. What variables would you use in segmenting the market for the following products and why? (i) Credit card (ii) Sports car **4 + 4**
38. Describe 'Market Targeting' and 'Positioning' with suitable examples? **4 + 4**
39. Explain the concept of PLC and discuss how it is related to the different stages of market development? **3 + 5**
40. Define packaging. What are the objectives and functions of packaging? Give characteristics of a good package **2 + 3 + 3**

**[Internal Assessment - 20 Marks]**