

**2022**

**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.*

*Answer all questions.*

1. Answer any *eight* questions. 8×5

(a) What do you mean by product? State the various features of a product. 2+3

*(Turn Over)*

- (b) '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.
- (c) 'Some of the business forces are controllable, whereas the others are beyond the control of a firm' - Discuss briefly any two uncontrollable factors which influence business in the recent time.
- (d) A new fashion garment company wants to identify market in which it can serve effectively in India. With appropriate examples, explain the bases of consumer market segmentation that the company could utilize.
- (e) As a marketing manager of a FMCG company, what would be your actions, if a product reaching towards the decline stage? Justify your answer.
- (f) Discuss the importance of green marketing in India.
- (g) Schematically explain the concept of BCG Matrix.

- (h) What do you mean by 'zero' level distribution channel? Where it will be effective? 2+3
- (i) Explain the concept of core marketing, with suitable example.
- (j) What is direct marketing? Discuss with suitable examples.
- (k) State the salient features of service with an example.
- (l) What do you mean by psychological pricing? Illustrate with suitable examples.

2. Answer any *four* questions. 4×10

- (a) Explain the concept of marketing mix taking an example each from product and service marketing firm.
- (b) Schematically explain the consumers buying process with a hypothetical example.
- (c) Elaborate the concept of PLC in marketing. Schematically explain with a hypothetical example the relationship between PLC and profit curve.

- (d) Discuss the main objectives of sales promotion. Explain some of the sales promotion methods directed at consumers, which can be used by a detergent manufacturer.
- (e) What are the major objectives of pricing? How do the different stages of PLC affect pricing decision? Explain giving suitable example. 4+6
- (f) What do you mean by term 'New Product'? Assume you are an entrepreneur, wants to offer a new product in the market, how will you complete the process? Explain with a hypothetical example. 3+7

**[ Internal Assessment - 20 Marks ]**

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