

MBA 2nd Semester Examination, 2022

MARKETING MANAGEMENT

PAPER – MBA-202

Full Marks : 80

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

A. Answer any eight questions out of the following :

1. State the concept of core marketing. Give one example of each of the following : 5 × 8
- Event and Ideas to be marketed. 3 + 2
2. What is meant by breadth, depth and consistency of product mix ? Explain giving suitable examples. 5

(Turn Over)

3. "Cost plus pricing may appear to be a simple idea but there are practical difficulties in adopting such a policy." Discuss giving reason. 5
4. As a marketing manager of an FMCG company, what would be your actions, if a product reaching towards the decline stage? Justify your answer. 5
5. "Relationship marketing is more effective than traditional marketing."—Explain. 5
6. Comment upon the significance of labelling for consumer products in today's competitive marketing. 5
7. What is 'Bundle pricing'? State the advantages with suitable examples. 3 + 2
8. "Promotion is more beneficial for marketers than for either consumer or society." Do you agree? Justify your stand. 5
9. Schematically explain the 'Growth Slump Maturity' pattern of PLC with suitable example. 5

10. "A part 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. 5
11. What do you mean by market targeting? Discuss the concept of product concentrated targeting with suitable examples. 2 + 3
12. Write a note on dynamic pricing. 5
- B. Answer any *four* questions : 10 × 4
13. Why is understanding of consumer behaviour essential for a marketer? Schematically explain the different stages of consumers' buying decision process. 4 + 6
14. Discuss the main objectives of sales promotion. Explain some of the sales promotion methods directed at consumers, which can be used by a carbonated soft drink marketer. 4 + 6

15. What do you mean by term 'New Product' ? Assume you are an entrepreneur and want to offer a new product in the market, how will you complete the process ? Explain with a hypothetical example. 2 + 8
16. "Some of the Environmental forces are controllable whereas the others are beyond the control of a firm"—Discuss briefly various uncontrollable environmental forces that a firm has to account for. 10
17. What is demand based pricing ? Discuss various methods under the demand-based pricing that marketers commonly adopt for setting the price of products. 2 + 8
18. What are the major objectives of pricing ? How do the different stages of PLC affect the pricing decision ? Explain giving suitable example. 4 + 6
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