

(4)

17. A new fashion garment company aims to find a market, it can efficiently serve in India. Explain with relevant examples the consumer market segmentation criteria the company could use.

10

18. What does the term 'New Product' refers to? Assuming as an entrepreneur you are planning to introduce a new product to the market, how would you go about the process? Illustrate with a hypothetical example.

2+8

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Total Pages—04

PG/2nd Sem/MBA-202/24

2024

PG 2nd Semester Examination

MBA

PAPER : MBA-202

(Marketing Management)

Full Marks : 80

Time : 3 hours

A. Answer *any eight* questions from the following :
8×5=40

1. What are the 4Cs model in marketing? Discuss with a suitable example. 5
2. How is a consumer different from a customer? Explain with an example. 5
3. "Technology makes everything easier for consumers"— Illustrate your answer mentioning the role of technology in consumers decision making process. 5

(2)

4. In which situation sales promotion will be preferred to advertising? Explain with examples. 5
5. Comment upon the significance of labeling for consumer products in today's competitive marketing. 5
6. Schematically explain the cycle recycle pattern of PLC with suitable example. 5
7. Define Positioning. Explain with suitable examples. 5
8. What do you mean by pricing? Discuss with suitable examples the concept of dynamic pricing. 2+3
9. State various tasks of wholesalers in distribution channel. 5
10. "Money spent on advertising is a waste." How far do you agree with this statement? 5

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(Continued)

(3)

11. What is 'Bundle pricing'? Why do marketers use it? 2+3
 12. "Some of the Environmental forces are controllable whereas the others are beyond the control of a firm" – Discuss this statement mentioning various controllable and uncontrollable environment forces with examples. 5
- B.** Answer *any four* questions from the following :
10×4=40
13. What do you mean by skimming pricing? When and which companies use this pricing technique? Discuss briefly. 2+8
 14. What is online marketing and how does it differ from traditional marketing? What are some common challenges businesses face in online marketing? 5+5
 15. Briefly describe each of the four distinct stages of the product life cycle by taking an example each from consumer and industrial products you are familiar with. 10
 16. Why is it crucial for a marketer to understand consumer behavior? Describe various stages of the consumer buying decision process. 5+5

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(Turn Over)