

Total No. of Questions - 10]  
(2022)

[Total Pages : 3

**9171**

**M.B.A. Examination**

**MARKETING MANAGEMENT**

Paper – 205

(Semester-II)

Time : Three Hours]

[Maximum Marks : 60

*The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.*

**Note :** Attempt *five* questions in all, selecting *one* question from each unit. All questions carry equal marks.

**UNIT-I**

1. 'Marketing starts and ends with the customers.' Comment on the statement considering nature of marketing.
2. What are the constituents of Marketing Environment ? Why a marketer must understand marketing environment for attaining objectives effectively ?

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## UNIT-II

3. What is Consumer market and Consumer marketing ? Which adverse effects can be faced by a marketer for not treating the Customer as king ?
4. 'Without targeting and positioning, the task of segmentation is incomplete.' Comment on the statement considering important steps taken in the function of targeting and positioning of a product in the market. Write with examples.

## UNIT-III

5. Which are different components of Product Mix ? Which important points are considered while deciding on the product mix of new product ?
6. Which pricing strategies should be implemented by marketers at the Introduction and Growth stages of PLC ?

## UNIT-IV

7. What is Promotion mix and which method of promotion is applicable in case of declining demand of the product ? Write with examples.
8. How channel management is done by Marketers ? Why conflicts should be resolved in time ?

## UNIT-V

9. Which main functions are performed in marketing department in an Organisation ? Why marketing department is needed ?
10. Write short notes on :
- (a) Effects of globalization on marketing.
  - (b) Legal issues in marketing today.
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