

Total No. of Questions – 10]
(2062)

[Total Pages : 3

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M.B.A. Examination

MARKETING MANAGEMENT

Paper-205

(Semester-II)

Time : Three Hours] [Maximum Marks : $\left\{ \begin{array}{l} \text{Regular : 60} \\ \text{ICDEOL : 70} \end{array} \right.$

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. 'A Marketing Information System is a management information system designed to support marketing decision-making.' Elucidate the statement.
2. Which steps are followed in Marketing Research Process?
Why marketing research is significant for attaining success?

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UNIT-II

- 3. What is Industrial market and Industrial Marketing. What the essential features of B2B marketing? Write some examples of B2B marketing.**
- 4. On which basis market segmentation can be done? How market is segmented as niche? Write with examples.**

UNIT-III

- 5. 'Branding, Labelling and Packaging decisions are crucial in product mix decisions.' Comment on the statement considering significance of such decisions.**
- 6. Which pricing methods are available to marketers? Which pricing method will more appropriate at declining stage of PLC?**

UNIT-IV

- 7. Write merits and demerits of advertising and sales promotion. Which method is more appropriate for handicraft micro enterprise?**
- 8. What is the process of implementation of vertical marketing? How vertical marketing system works? Write with example.**

UNIT-V

9. Why evaluation and control of marketing efforts is important?
How such evaluation and control is done?
10. Write notes on :
- (a) Need of Green Marketing.
 - (b) Significance of Consumerism.
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