Roll No. ……..

MS–107/CP–1009

Marketing Management

Master of Business Administration/Diploma in Management

(MBA–10/12/13/16/17/DIM–10/16/17)

Second Semester, Examination, 2018

Time : 3 Hours **Max. Marks : 80**

Note : This paper is of **eighty (80)** marks containing **three (03)** Sections A, B and C. Learners are required to attempt the questions contained in these Sections according to the detailed instructions given therein.

Section–A

(Long Answer Type Questions)

Note : Section 'A' contains four (04) long answer type questions of nineteen (19) marks each. Learners are required to answer *two* (02) questions only.

1. Discuss in detail the steps of Marketing Research Process.
2. Discuss in detail the four major steps in designing the customer driven marketing strategy.
3. Explain the reason that compel companies in using marketing channels. Discuss different functions that these channel partner perform.

4. Define and describe fire promotional tools for communicating customer value. Define the role of advertising in promotional mix.

Section–B

(Short Answer Type Questions)

Note : Section 'B' contains eight (08) short answer type questions of eight (8) marks each. Learners are required to answer *four* (04) questions only.

1. Describe the Boston Consultancy Groups Approach to portfolio analysis.
2. Name and describe the elements of company's micro-environment and give an example why each is important.
3. What are the various ways of segmenting consumer market ?
4. Discuss the requirement of effective segmentation.
5. What is a Product ? Discuss different levels of Product and Services.
6. What do you understand by the term Brand equity ? What competitive advantages does high brand equity provide a company ?
7. What is wheel of retailing concept ? Does it apply to online retailing ? Justify.
8. Discuss different techniques of sales forecasting.

Section–C

(Objective Type Questions)

Note : Section 'C' contains ten (10) objective type questions of one (01) mark each. All the questions of this section are compulsory.

Fill in the blanks :

1. Marketing myopid concept was given by ..... .

2. ..... is the first stage of new product development cycle.
3. ..... is personal presentation by firms sales force for the purpose making sales and building customer relationship.
4. A marketing channel that has no intermediary is called ..... .
5. A straight reduction in price on purchases during and stated period of time is called ..... .

Select True *or* False :

6. Setting price based on buyers perception of value rather than on sellers cost is called value based pricing.
7. A currently acceptable or popular style in a given field is called fashion.
8. Inseparability is a characteristic of service.
9. A Business buying situation in which buyers routinely recorders something without any modification is straight rebuy.
10. Walmart uses same for more promotional strategy.