

(Please write your Exam Roll No.)

Exam Roll No. 177

END TERM EXAMINATION

SECOND SEMESTER [MBA] MAY-JUNE-2011

Paper Code: MS106/MSP101

Subject: Marketing Management

Time : 3 Hours

Maximum Marks :75

Note: Attempt five questions in all. Q. No1 is compulsory.

- Q1 Attempt **any four** of the following: **(5x4=20)**
- (a) Distinguish between the selling and the marketing concept.
 - (b) Give three examples each of how the economic and cultural environment effect marketing strategies.
 - (c) What are the benefits of branding for marketers?
 - (d) Explain the motives that may underlie product line stretching.
 - (e) Why would a company decide to go in for 'price bundling', and 'loss leader pricing'?
 - (f) What are the reasons for firms to adopt green marketing?
- Q2 Provide an overview of the marketing management process that would be adopted by a company entering a new market with a range of consumer durables. **(10)**
- Q3 Distinguish between segmentation, targeting and positioning and explain the different type of positioning bases commonly used by marketers give suitable examples. **(4+6=10)**
- Q4 Explain the product and promotional strategies that would be adopted in the different stages of the product life cycle. **(10)**
- Q5 (a) What are the marketing implications of the classification of products into convenience goods, shopping goods and speciality goods? **(5)**
(b) What characteristics of a new product are likely to affect its probability of success? **(5)**
- Q6 Explain the various steps involved in the design of a distribution channel. Use the example of the automobile industry to illustrate.
- Q7 Describe the challenges posed by the characteristics of rural markets in India and the initiatives by marketers to overcome these challenges.
- Q8 Write short notes on any two: **(5+5=10)**
- (a) Advertising versus personal selling
 - (b) Social media as a marketing tool.
 - (c) Marketing mix for social marketing initiatives.

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