

(Please write your Exam Roll No.)

Exam Roll No. ....

# END TERM EXAMINATION

SECOND SEMESTER [MBA] MAY-JUNE-2013

Paper Code: MS106

Subject: Marketing Management

MSP104

MS(FM)106

Time : 3 Hours

Maximum Marks :60

Note: Attempt any five questions including Q.no.1 which is compulsory.

- Qs. 1 Attempt any four of the following :
- (a) Explain the major features of the marketing concept.
  - (b) Describe the characteristics of industrial markets
  - (c) Describe the different levels of a product using an example to illustrate
  - (d) Describe the elements of the promotion mix
  - (e) Explain the factors to be considered in channel design
  - (f) Describe the advantages of direct marketing
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- 5x4= 20 marks
- Qs. 2 (a) Explain why demographic data alone is frequently insufficient for marketing decisions? 5 marks
- (b) Differentiate among homogeneous, clustered and diffused consumer demand. What are the marketing implications of each? 5 marks
- Qs. 3 (a) Describe the attributes of a good brand name. Give examples. 5 marks
- (b) Explain the major functions of packaging. Use examples. 5 marks
- Qs. 4 (a) A firm may pursue more than one pricing objective. Explain 5 marks
- (b) Describe demand-based pricing and its advantages. 5 marks
- Qs. 5 (a) "Advertising is a waste of the consumers' money". Do you agree? Why? 5 marks
- (b) Explain the objectives of and types of consumer sales promotions commonly used in the fast-moving consumer goods category. 5 marks
- Qs. 6 (a) "Marketing channels play an important role in delivering value to customers." Explain 5 marks
- (b) Explain how product and distribution strategies are being adapted by marketers to tap rural markets 5 marks
- Qs. 7 Discuss the reasons for companies to engage in green marketing. Briefly describe five green marketing initiatives being undertaken by companies in India. 5+5= 10 marks
- Qs. 8 Write on any two:
- (a) Positioning errors
  - (b) Transaction versus relationship selling
  - (c) Pros and cons of test marketing
  - (d) Cause related marketing
- 5+5= 10 marks

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