

MANAGEMENT PROGRAMME

Term-End Examination

December, 2021

MMPC-006 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

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- Note :** (i) Answer any **three** questions from Section A.
(ii) Section B is **compulsory**.
(iii) All questions carry equal marks.
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SECTION A

1. (a) Define marketing environment. When and why should a firm embark on scanning the environment ? Discuss with an example.
(b) What is meant by the term “Segmentation” ? Describe four ways that a marketer could use to segment the market.
2. (a) What are the objectives of pricing ? Discuss with an example.
(b) For each of the following products, should the seller adopt a market skimming or market penetration pricing strategy ? Give reasons for your decision.
 - (i) Electric passenger car
 - (ii) Top end mobile phone

3. (a) Explain the unique characteristics of services that make them different from products. Discuss with an example.
- (b) What is your understanding of the term Green Marketing ? Discuss its significance and the factors that drive green marketing initiatives by the firm.
4. Write short notes on any *three* of the following :
- (a) Importance of Product Positioning
- (b) Line Stretching and Line Filling
- (c) Steps in Planning Sales Promotion Programme
- (d) Service Delivery System
- (e) Challenges in Rural Marketing

SECTION B

5. (a) “Consumers buy brands, not products.” Discuss with an example, the importance of branding in the light of the above statement.
- (b) Describe the psychological factors that affect consumer buying behaviour. How, as a marketer of frost-free refrigerators, would you apply the concepts of selective exposure and selective distortion in your marketing activities ?
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