

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**June, 2022**

**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. Each question carries 20 marks.

(ii) Section B is compulsory and carries 40 marks.

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**Section—A**

1. (a) “Marketing involves much more than selling and advertising.” Discuss. How would you apply your knowledge of marketing concept to promote (i) Safe Driving Habits (ii) Save Water ?

- (b) Discuss the main objectives of sales promotion. Explain some of the sales promotion directed at consumers, which can be used by a soap manufacturer.
2. (a) What are the steps in the consumer decision-making process ? Do all consumers decisions involve these steps ? Discuss with an example.
- (b) What is the concept of holistic marketing ? Explain each of the components and their importance in the exchange process.
3. (a) What is Product Positioning ? Discuss the need and its importance. Explain the tasks that marketers should consider for successful positioning.
- (b) Explain briefly the stages through which you would test ideas coming up for new products until the final stage of launching the new product.

[ 3 ]

4. Write short notes on any *three* of the following :
- (a) Industrial goods classification
  - (b) Cost-based pricing
  - (c) Measuring advertising effectiveness
  - (d) Internet *vs.* Digital marketing
  - (e) Challenges in rural marketing

**Section—B**

5. You have been appointed as a marketing manager for a company making confectionary items for more than a decade. The company has added a new item in its product category and wishes to brand the new item.
- (a) Suggest a suitable brand name and propose promotion mix for the brand which is targetted for rural markets.
  - (b) What type of packaging will you recommend for such product if they are to be marketed in rural area ?

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