

MMPC-006

MBA (MBAOL)

Marketing Management

Duration: 3 Hours Maximum

Marks:100(Weightage 70%)

Answer any Five Questions from Section-A (5 × 4 marks)

Answer any Five Questions from Section-B (5 × 10 marks)

Answer any Two Questions from Section-C (2 × 15 marks)

Section-A

Answer any Five Questions

1. Define the following terms with an example
 - i) Physiological Need
 - ii) Marketer
 - iii) Non-Profit Markets
2. Define the term marketing research and its scope.
3. Enumerate the five product levels you are familiar with.
4. What are the major objectives of sales promotions?
5. Prospecting step in the selling process.
6. Explain Intangibility as an important characteristic of services.
7. Who are wholesalers?

Section-B

Answer any Five Questions

1. Explain the elements of marketing mix and their importance in strategy formulation.
2. Elaborate on the benefits and doubts about segmentation process.

3. Define product and discuss the various classifications of products with suitable examples.
4. Explain the concept of product life cycle as a tool for market development.
5. What is demand? Highlight the role of integrated marketing communication in the creation of demand for products/services.
6. What are the objectives of distribution? List out and explain the various kinds of direct channels that are available to the marketer.
7. Discuss some of the most popular digital marketing strategies that you are familiar with and the reasons for their success.

Section-C

Answer any two Questions

1. A joint family of fourteen members has decided to buy a property comprising of eight adults, three teenagers and three minors respectively. Apply the consumer behavior model of family decision making and discuss their roles and interactions in the final decision making.
2. What is distribution strategy? Devise suitable channels of distribution/distribution model that could be possibly appropriate for the following:
 - i) Premium brand of organic food products targeted at niche segment
 - ii) Basic model of electric scooter targeting semi urban markets
 - iii) Newly launched pressure cooker brand for lower middle class
3. Elucidate the types of selling jobs that you are familiar with. Explain the step involved in the selling process and stress on the degree of creativity that is required in each of these steps for success.