



SC-4112

**M. B. A. (Sem. II) (Full Time) & M. B. A (Sem. II)
(ATKT) Examination
April / May – 2011
Marketing Management
(Old Course)**

Time : 3 Hours]

[Total Marks : 100

Instructions :

(1)

नीचे दशांशवैक निशानियाणी विगतो उतरवडी पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="M. B. A. (Sem. 2) (Full Time) & M. B. A (Sem. 2) (ATKT)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="Marketing Management (Old)"/>	<input type="text"/>
Subject Code No. : <input type="text" value="4"/> <input type="text" value="1"/> <input type="text" value="1"/> <input type="text" value="2"/>	Section No. (1, 2,.....): <input type="text" value="1&2"/>
Student's Signature	

- (2) Q.1 in Section 1 and Q. 4 in Section II are compulsory.
(3) Figures to the right indicate the marks.
(4) Attempt each section in separate answer sheets.

SECTION - I

- 1 Define marketing and explain the concept of marketing mix, giving examples. 18
- 2 Why is segmentation of markets important ? Which are the different bases on which consumer markets can be segmented ? 4+12
- OR**
- 2 Explain the different stages of the Product Life Cycle and the marketing strategies that can be undertaken in each stage. 16
- 3 Which factors affect the purchase of
(i) Water purifiers
(ii) Cosmetics 16
- OR**
- 3 Attempt any two : 16
(i) Market leader strategies
(ii) Holistic marketing
(iii) Value creation and delivery
(iv) SWOT Analysis.

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[Contd...

SECTION - II

4 Explain the concept of product mix. Which are the product line strategies that a marketer can adopt ? 18

5 Which are the various methods of setting prices ? 16

OR

5 Discuss the various situations in organizational buying. 16

6 Briefly mention the stages of New Product Development, and explain the commercialization stage in detail. 16

OR

6 Attempt any two : 16

(i) Promotion Mix

(ii) Channel Levels

(c) Ansoff Matrix

(d) Challenges in services marketing.
