

Roll No.

12022

**MBA 2 Year 2nd Semester (CBCS) Old
(Re-Appeal) Examination – October, 2020**

MARKETING MANAGEMENT

Paper : 16IMG22D2

Time : 1.45 hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Attempt any *three* questions. All questions carry equal marks.

1. Explain in brief the meaning of following :

- (a) Difference between selling and marketing
- (b) Marketing information system
- (c) Consumer buying behavior
- (d) Market segmentation
- (e) Product packaging
- (f) Price of a product
- (g) Personal selling
- (h) Marketing control

2. "Building and delivering customer value and satisfaction is marketing." Do you agree or disagree with this statement. Elaborate your viewpoint with the help of suitable examples.
3. "Marketer has to be more aware of changes in the external environment than any other department in the organization." Do you agree? Elucidate.
4. What approaches do marketers use to select their target markets? What product positioning strategies may help them in influencing their customers?
5. Explain various stages of Product Life Cycle. Suggest appropriate marketing strategy for each stage with example.
6. "New product innovations are the key to success of a business concern." In the light of this statement, explain the process of new product development.
7. What do you understand by marketing channel? What type of problems managers face in managing the marketing channels?
8. "Money spent on advertisement is wasteful." Do you agree? Give reasons.
9. State various reasons for a business firm to enter foreign market. What are the entry strategies in international marketing?