

13. What are the various components of promotion mix ? Describe the promotion mix determination process.

Or

Give a detailed note on organising and implementing marketing in the organisation. Also explain the tools of marketing.

Roll No.

Exam Code : J-19

Subject Code—0273-X

M. B. A. EXAMINATION

(Prior to 2009 Batch Reappear)

(Second Semester)

MARKETING MANAGEMENT

CP-203

Time : 3 Hours

Maximum Marks : 100

Section A

Note : Attempt any *Seven* questions. **7×7=49**

1. Define the latest concept of marketing.
2. Why marketers must keep a watch on changes in marketing environment ?
3. Discuss the concept of PLC.
4. Steps in marketing research process.

5. Role of distribution channels in present scenario.
6. New Product Pricing Strategies.
7. Concept of Green Marketing.
8. Various tools of Promotion Mix.
9. Significance of Branding.
10. What do you mean by vertical marketing implementation system ?

Section B

Note : Attempt all the questions. **17×3=51**

11. “Marketing is the start and end of business management.” Describe this statement and differentiate between consumer and industrial marketing.

Or

How the market segmentation, targeting and positioning are inter-related ? As a consultant, suggest a suitable market segmentation strategy for the manufactures of (a) Car (b) Cosmetics. Also outline the logic for your suggestions.

12. How should price be adapted to meet varying circumstances and opportunities ? State the important factors that influence pricing decisions.

Or

Discuss the concept of product. Also critically analyse the process of new product development.