

Unit IV

Roll No.

Exam Code : J-19

8. Write short notes on the following :

(a) Green Marketing

(b) Rural Marketing. **7+7=14**

9. Give a detailed note on Consumerism. **14**

Subject Code—0282

M.B.A. EXAMINATION

(Batch 2018 Onwards Main)

(Second Semester)

MARKETING MANAGEMENT

(Common with P.G. Diploma in Marketing
Management)

CP-203/PGDMM-102

Time : 3 Hours

Maximum Marks : 70

Note : Attempt *Five* questions in all, selecting *one* question from each Unit. **1** is compulsory. All questions carry equal marks.

Section A

1. Write short notes on the following :

(a) Holistic marketing concept

- (b) How the segmentation, targeting and positioning are interrelated ?
- (c) Levels of Product
- (d) Skimming and Penetration pricing strategies
- (e) Sales Promotion
- (f) Role of intermediaries
- (g) Ethics in marketing. **7×2=14**

Section B

Unit I

- 2. Write a detailed note on the importance of marketing from the view points of marketer and consumer. Differentiate between consumer marketing and industrial marketing. **14**
- 3. Differentiate between Marketing Information System and Marketing Research. What steps need to be followed for an effective marketing research ? **14**

Unit II

- 4. What do you mean by New Product ? Critically analyse the various stages of new product development process. **14**
- 5. The success of any organisation depends upon its pricing decisions. Justify. State the factors to be considered while setting the price of non-durable goods. **14**

Unit III

- 6. Differentiate between Advertising and Personal Selling. Discuss the various promotion mix decisions required to be taken by a marketer. **14**
- 7. Why the logistics have been gaining importance in the present scenario ? Discuss the major decision area of logistics by citing suitable examples. **14**