

MBA I Year Examination

MP-106 : Marketing Management

Time: 3 Hours

Max. Marks: 80

Note: The question paper is divided into three sections A, B & C. Write Answers as per the given instructions.

Section A

(Very Short Answer Type Questions)

Note: Answers all 8 questions. As per the nature of the questions you delimit your answer in one sentence up to 50 words. Each question carries equal marks. (Marks 2x8=16)

1. What is the role of marketing in business scenario?
2. Explain the meaning of consumerism.
3. Explain in brief the various types of marketing environment.
4. What is competitor analysis?
5. What is product life cycle?
6. What is meant by strategic marketing planning?
7. What is marketing strategy for industrial product?
8. What do you mean by consumer behavior?
9. What is the scope of marketing?
10. What are the 4P's of marketing?
11. Differentiate between a consumer and a customer.
12. Define product line length.
13. Define packaging.
14. What is elastic demand?
15. Write the full form of 'STP'.
16. What is MLM?

17. What is the difference between Exchange and transaction?
18. Define Holistic marketing.
19. What are PEST factors?
20. Write 2 marketing strategies during the decline stage of product life cycle.
21. What is publicity?
22. Distinguish between publicity and public relations.
23. Define Service marketing.
24. What is telemarketing?

Section B

(Short Answer Type Questions)

Note: Answer any 4 questions. Each answer should not exceed 100 words. Each question carries 08 marks. (Marks 8x4 = 32)

1. “What are the various approaches of studying marketing”? Elaborate.
2. Is consumer sovereignty a fact or fiction? Why so? Discuss.
3. Explain the difference between the new and old concept of marketing.
4. Differentiate between mass marketing and target marketing.
5. Explain the advantage and disadvantages of single source and dual source suppliers for Indian market.
6. What do you understand by sales forecasting? Examine critically the different theories on which such forecasting is based?
7. Prepare a marketing plan for a company producing a premium car.
8. “Advertising is nothing but salesmanship in print.” discuss the statement and explain the economics and benefits of advertisement.

9. What do you mean by external environment? Discuss its impact on firm's marketing decision.
10. Write short notes on the following:
 - a) Cultural factors of consumer buying behavior
 - b) Motivation(psychological factor)
11. Differentiate between a Retailer and a Wholesaler.
12. What is a Brand? What are the features of branding and what is the significance of branding?
13. Differentiate between Advertising and sales Promotion.
14. What do you understand by marketing strategy? Explain the scope and significance of marketing strategy.
15. Morph marketing is a powerful tool of selling. Describe.
16. What is a "consumer affairs cell" What are its objectives and advantages.
17. Explain the following:
 - a) External macro environment
 - b) Internal marketing environment.
18. Write short notes on the following:
 - a) Participants in buying behaviour.
 - b) Dissonance reducing behaviour.
19. What is brand equity? Explain its importance.
20. What factors affect price sensitivity and influence the pricing strategy of a firm.
21. Distinguish between "societal marketing" and "service marketing".
22. What is event marketing? Discuss its steps in brief.
- 23."Product strategy calls for making co-ordinated decisions on product mixes, product lines, brands and packaging." Comment.
24. Write short notes on: (any two)
 - a) Marketing research
 - b) Marketing mix
 - c) Marketing plan
 - d) Marketing intelligence

Section C

(Long Answer Type Questions)

Note: Answer any 2 questions. Each answer should not exceed 800 words. Each question carries 16 marks. (Marks 2x16=32)

1. “Market segmentation is important for target markets and target markets are important for product positioning.” Elaborate with examples.
2. What do you mean by marketing information system? Explain its needs components and process?
3. Marketing research is vital for the evaluation of a sound marketing strategy.” Explain this statement. Also discuss its objectives and various stages involved in the marketing research process.
4. “An educated buyer makes a better buyer.” Discuss the implication of this statement. Also explain the basic responsibilities of the consumer.
5. Why do you think the concept of consumerism is getting so much attention these days? What are the states of consumerism in India?
6. What is meant by product line expansion? Are product line expansion and diversification synonyms? What are the reasons of going in for diversification? Explain with the help of examples.
7. What are the steps involved in new product launch? Discuss with the help of a suitable example. How would you select the right target market for your new product?
8. What do you understand by distribution channel? A multinational is planning to launch its brand of cosmetics in India. What channels of distribution should it adopt to make an impact in the already crowded markets of cosmetics?
9. “The present day marketing is consumer oriented” .Explain. Give Indian examples to prove this.
10. Write the consumer buying decision process in detail. Quote examples where required.
11. What is Marketing Research? How is it different from Marketing Information system?
12. Write short notes on the following:
 - a) Product mix
 - b) Product mix width
 - c) Product line pruning
 - d) Product line stretching
 - e) Product line extension

13. Explain the importance of Pricing in the marketing mix. What are the determinants in pricing a product.
14. What are the various decisions involved in management of selected channel of distribution. Write in detail.
15. Write a communication plan for the launch of a new breakfast cereal. You need to clearly identify who your target market is and what brand image you wish to create.
16. Advertising is economically beneficial but not socially justifiable. Comment. Give examples as required.
17. What is Holistic marketing concept? Write in detail about it?
18. Explain various marketing philosophies as they have evolved.
19. What is the need for segmentation and what is the market segmentation process. Substantiate with examples.
20. Write short notes on the following:
 - a) Limitations and problems of E-marketing
 - b) Marketing Myopia
 - c) Ethics in Advertising
 - d) Cost-based pricing methods
21. What is sales promotion? Discuss the methods of consumer sales promotion with suitable examples, pointing out its difference with Trade sales promotion.
22. All marketing strategies are either price oriented or differentiation oriented or a blend of the two. Elaborate
23. Explain advantages and disadvantages of MLM as a business model.
24. A consumer company sells all of its products under its corporate umbrella name. It is interested in assessing the brand value that it has been able to create at the customers' level. Suggest a suitable research design for this purpose.
25. Marketing management is the art and science of choosing target markets and getting, keeping and growing customers through creating delivering and communicating superior customer value. Elaborate.
26. Explain the nature and kinds of marketing environment. Also give examples of environmental factors which have the potential of influencing marketing strategies.
27. Explain the concept of PLC(product life cycle) with self explanatory diagram. Taking example of any consumer product, discuss how the marketing mix strategy would vary during different stages of the PLC.
28. The money spent on Advertising is an investment and is not wasteful. Do you agree. Give reasons for your answer.
29. Marketing mix cannot be a static thing, it has to be juggled as required. Explain. Quote examples.
30. What is a channel conflict? How can channel conflict be managed effectively?
31. Classify the various channel intermediaries and give their description in detail. Substantiate with examples.