

AU-1600

M.B.A. Semester—II Examination
MARKETING MANAGEMENT
Paper—MBA/205

Time : Three Hours]

[Maximum Marks : 70

- Note :—** (1) Attempt **ALL** questions.
(2) Figures to the right indicate marks.

SECTION—A

1. (a) Define Marketing. Explain the nature and scope of marketing in the globalised era. 14
OR
(b) Explain internal and external marketing. How environmental scanning is carried out ? Discuss. 14

SECTION—B

2. (a) State and explain the process of strategic marketing planning. 7
(b) Mr. Abhay has recently started a plant of electronic gadgets and wants to cater the Asian territory. You, as marketing expert are required to guide Abhay in preparing marketing Planning. How will you proceed ? 7
OR
(c) Define positioning. Explain Positioning by benefits and product characteristics. 7
(d) Suggest planning of marketing mix elements in the following product categories :
(i) Edible Oil
(ii) Electrical instruments. 7
3. (a) Define the term 'Pricing'. Describe different models of pricing. 7
(b) Amazon is one of the recently known retailer world wide. The reason behind its success is buying in bulk Quantities. Consider yourself as marketing expert how ; will you plan pricing for it ? 7

OR

- (c) Describe the stages of Product Life Cycle in brief. 7
- (d) Identify the following products according to their position in PLC and justify your answer :
- (i) Cosmetics
- (ii) Woollen clothes. 7

SECTION—C

4. (a) Explain the importance of channels of distribution. 7
- (b) Enlist and explain the factors affecting distribution decisions. 7

OR

- (c) Discuss the various powers of the channel members exhibit. 7
- (d) State the various steps involved in channel designing. 7

SECTION—D

5. Hetal Corporation is one of the reputed toys manufacturing companies in India. The company also perform its marketing across all the States. Mr. Pritam looks after overall marketing activities. Mr. Pritam has divided the entire market into different zones for the ease of marketing purpose. After some days, he analyzed the success of his marketing efforts and found that the South and East zones were under performing. He appointed Mr. Sudhir as Marketing Research executive. Mr. Sudhir according to his expertise conducted marketing research for these under performing zones and came up with some planning suggestion for Hetal Corpn.
- (a) How would the marketing research be conducted in under performing zones by Mr. Sudhir ? 4
- (b) Why it was necessary to perform marketing research zone wise ? Justify your answer. 5
- (c) What could be the suggestions given by Mr. Sudhir to Hetal Corporation ? 5