

UNIT-III

6. How to decide the channel intermediaries ?
Why the channel members are used to promote the market ?
7. What is the importance of branding and packaging in managing the market ?

UNIT-IV

8. Discuss the entry strategies in international marketing ?
9. Identify the major form of web based marketing programmes and explain its benefits.

Roll No.

56022

**M.B.A. 2 Yr. 2nd Semester
(Old) (Re-appear)**

Examination- May, 2017

MARKETING MANAGEMENT

Paper-MBA-202

Time : 3 hours

Max. 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 the examination.

Note : The question paper is divided in two sections. Section 'A' comprises eight short answer type questions (carrying two marks each, which are **compulsory**. Answer to each question should not exceed 50 words normally). Section 'B'

comprises 8 questions (2 questions from each unit). The students are required to attempt **four** questions selecting **one** question from each unit. All questions will carry equal marks.

SECTION-A

1. Short Answer Type Questions:

- (a) Define customer satisfaction.
- (b) What is market information system ?
- (c) What are the components of marketing mix ?
- (d) What is your selective distribution ?
- (e) What is line extension ?
- (f) What is the importance of retailing in marketing ?

56022-850-(P-4)(Q-9)(17) (2)

- (g) What is online marketing ?
- (h) What is the importance of green marketing ?

SECTION-B

UNIT-I

- 2. How does environmental intervention affect the marketing system ? Explain.
- 3. Define marketing research and explain the steps involved in marketing research process.

UNIT-II

- 4. What are the factors to be considered while segmenting and targeting a market ?
- 5. Explain the concept of PLC and associated marketing strategies at each stage.

56022-850-(P-4)(Q-9)(17) (3)

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