

Roll No.

56022

**MBA (2 Year) 2nd Semester (N. S.) 2011
Examination – May, 2012**

MARKETING MANAGEMENT

Paper : MBA-202

Time : Three hours]

[Maximum 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 examination.

Note : The question paper is divided into *two* Sections.
Section – A is *compulsory* whereas **Section – B** comprised of 8 questions. The candidate is required to attempt *four* questions from **Section – B** selecting *one* question from each Unit.

SECTION – A

1. Write short notes on the following :

- (a) Difference between advertising and publicity.
- (b) Difference between wholesaling and retailing.

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- (c) Scope of marketing.
- (d) Tools of product differentiation.
- (e) Reasons for entering in international market.
- (f) Packaging decisions.
- (g) Public relations.
- (h) Positioning.

SECTION – B

UNIT – I

2. What do you mean by marketing environment ?
How the marketing environment affects the marketing strategies ?
3. Write a detailed note on marketing information system.

UNIT – II

4. Discuss the various marketing strategies used by a marketer at the different stages of the product life cycle.

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5. What do you mean by the term targeting ? Write a detail note on the different targeting strategies.

UNIT – III

6. Explain the term new product development. With the help of examples, write down the new product development process ?

7. Write short notes on the following :

- (a) Packaging decisions;
- (b) Managing marketing channels

UNIT – IV

8. What are the different entry strategies available to a marketer wishing to enter in international market ?
9. Write a detailed note on evaluation and control of marketing effort ?