

UNIT-III

6. Explain the best and suitable practices of branding in managing the markets.
7. Explain the steps involved in the new product development and launching.

UNIT - IV

8. Discuss in detail about the importance and steps of green marketing.
9. What are distinctive features of personal selling and also highlight the role of public relations.

Roll No.

56022

**MBA 2-Year (2nd Semester) (N.S)
2011 Examination- May, 2016**

MARKETING MANAGEMENT

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, comprising eight short answer type questions (carrying two marks each), is **compulsory**. (Answer to each question should not exceed 50 words normally). Section-B, comprising 8 questions (2 questions from each Unit). The students are required to attempt **four** questions, selecting **one** question from each Unit. All questions carry equal marks.

SECTION - A

1. Short Answer Type Questions :

- (a) What are the salient features of Marketing ?
- (b) What is marketing environment ?
- (c) What is promotion mix ?
- (d) Define Retailing.
- (e) Enlist the components of marketing information system.
- (f) Enlist the steps involved in marketing segmentation.
- (g) What is the objective of having marketing channels ?
- (h) What is the importance of packaging ?

SECTION - B

UNIT - I

- 2. Discuss the importance of environmental factors in shaping marketing strategy of a company.
- 3. Define marketing research and explain the steps involved in marketing research process.

UNIT - II

- 4. What are probable strategies that the company can adopt for growth and maturity stage of PLC ?
- 5. Discuss the factors affecting the consumer buying behaviour with suitable examples.